

# LEATHER AND SHOES

*The Magazine for Executives*

FEBRUARY 21, 1953

## LEATHER SHOW—25<sup>th</sup> ANNIVERSARY

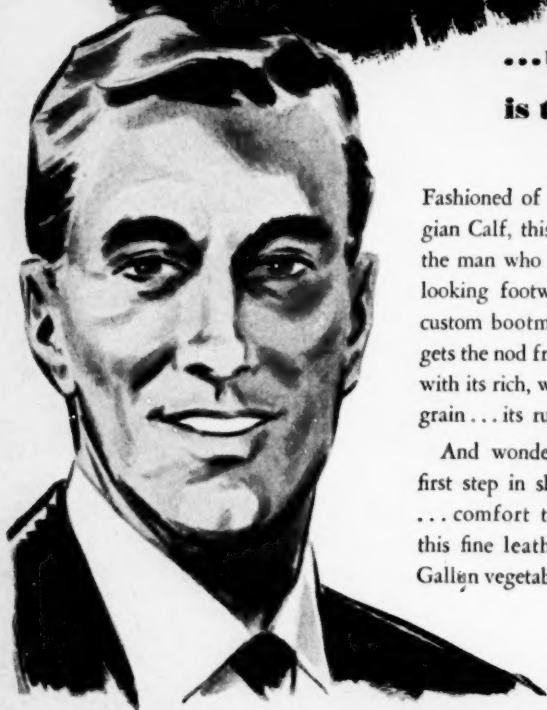
Silver Jubilee with a Silver Lining?





*Ruggedly  
handsome,  
yet soft and  
comfortable*

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Fashioned of vegetable-tanned Norwegian Calf, this handsome shoe delights the man who demands fine, masculine-looking footwear. Long a favorite of custom bootmakers, Norwegian Calf gets the nod from clothes-conscious men with its rich, warm color... its boarded grain... its rugged good looks.

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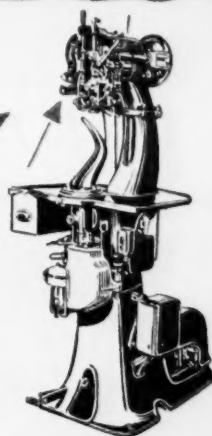
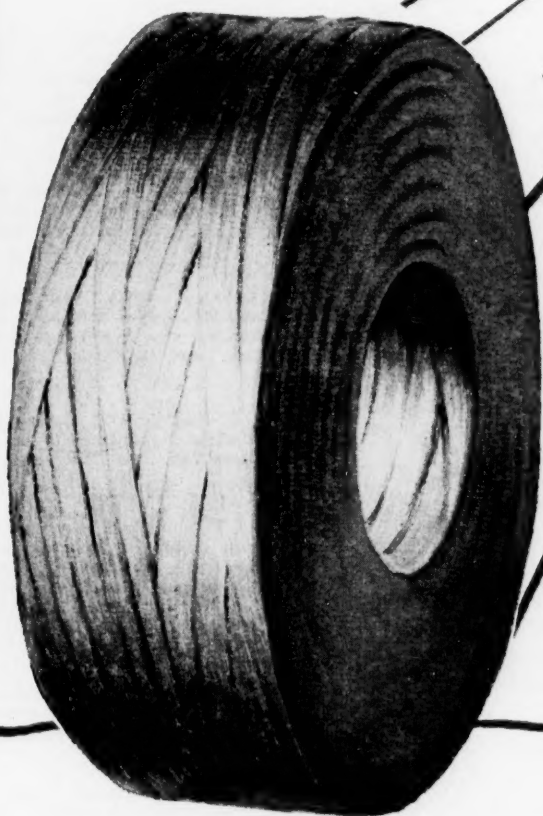
Normandie Calf  
boarded, glazed



Cretan Calf  
smooth, but not glazed



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# LEATHER AND SHOES

The Magazine for Executives

Vol. 125 Feb. 21, 1953 No. 8

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MEMBER: Audit Bureau of Circulations

## Coming Events

March 1-4, 1953—Allied Shoe Products and Style Exhibit, Hotel Belmont-Plaza, New York City.

March 3-4, 1953—Showing of American Leathers for Fall and Winter, 1953. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

April 9-10, 1953—Spring Meeting of Tanners' Council of America, Inc. Boca Raton Club, Boca Raton, Fla.

April 12-16, 1953—Advance Boston Showing of Fall 1953 shoe styles. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and member showrooms in Boston.

April 19-22, 1953—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association in leasing St. Louis hotels.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands-Plaza Hotel, Cincinnati, O.

May 1-2, 1953—1953 Convention of North American Superintendents' and Foremen's Association. Hotel Commodore, New York City.

May 3-7, 1953—Popular Price Shoe Show of America showing of footwear for Fall and Winter 1953. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherlands-Plaza Hotel, Cincinnati, O.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.



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*March 3-4*

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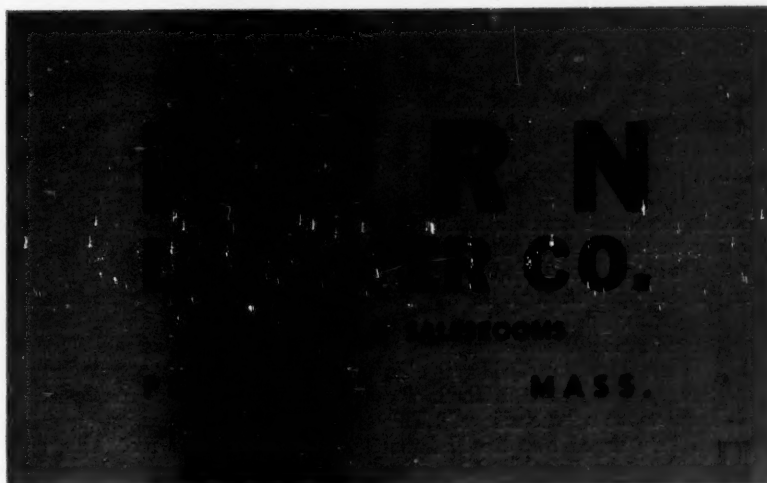
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*The government is fed up with legal loopholes used by suspected Commie labor leaders. Realistic action is now being readied as . . .*

## THE RED NOOSE TIGHTENS

**B**en Gold, leftwing president of the International Fur & Leather Workers Union, which has been repeatedly cited as a Communist-dominated organization, is being slowly but surely maneuvered into a corner where the noose of the law hangs overhead.

A report just issued by the Senate Labor - Management Subcommittee strongly urges harder hitting action under present laws to cope with Communist-dominated labor unions. One of the chief recommendations calls for tighter enforcement of the non-Communist affidavit requirement of the Taft-Hartley Act.

### Gist Of Report

Significantly, the report emphatically rejects the idea that the Government has no power of regulation to combat Red-controlled unions. It recommends that the Justice Department establish a special unit to deal with alleged violations of the non-Communist oath by labor officials. It proposes also that if a union official signed a non-Communist affidavit and later refused to testify before a judicial or legislative body as to whether he was a Communist — or was convicted of false swearing in making the affidavit — his union would be required to get rid of him; nor could he later act from "behind the scenes." If the union failed to comply, the union would be in violation of the Taft-Hartley law and be subject to punishment.

Now, Ben Gold recently declared before the Ninth Annual District Conference of his union that it was the "duty" of himself and IFLWU to carry the fight right through to the Supreme Court. He lashed at the recent report of the Federal Grand Jury in New York in which Gold's signing of the non-Communist affidavit was declared to be a "subterfuge." This grand jury urged that the National Labor Relations Board withdraw the certifications of IFLWU, along with three other leftwing unions, on the

grounds that the affidavits of these unions "are not worth the paper they are written on."

However, Gold, who refused to answer the jury's questions as to whether the sworn statement of his affidavit was true, now says that if the Supreme Court rules that he must sign additional affidavits "then I will sign . . . I will do anything necessary to protect the gains and conditions of this Union and its members."

When Gold says he will "do anything" he no doubt means it. But those wondering about Gold's sincerity in "resigning" from the Communist Party to comply with the Taft-Hartley law might be interested in a couple of things of recent happening.

In the recent anniversary issue of "New World Review," a leftwing publication, Ben Gold hailed the anniversary of the Bolshevik Revolution. Lined up with him in print were some of the country's leading Communists and Commie-front personages: Corliss Lamont, John Howard Lawson, Albert Maltz, Stephen H. Fritchman, Frederick Vanderbilt Field, Dr. W. E. B. DuBois, and numerous others.

### Still The Darling

Ben Gold is still the darling of the *Daily Worker*, official newspaper of the U. S. Communist Party. It is a strange coincidence that while many former Communists who genuinely quit the Party are called "traitors" and "stool pigeons" and other selected epithets, Ben Gold, who also "resigned" from the Party, remains an oft-quoted pet of the *Daily Worker*.

Another interesting contradiction or paradox arises. Irving Potash was one of the infamous Red Eleven convicted of intent to overthrow our government by violence, or subscribing to the tenets of an organization dedicated to this end. This was the ruling after a fair trial and by due process of one of our highest judicial courts.

However, Gold's union recently celebrated the 50th birthday of Potash at St. Nicholas Arena, New York City, where, according to the *Daily Worker*, "thousands" of IFLWU members attended, to call for "the amnesty of Potash and all other Smith Act victims." The *Daily Worker* cited the imprisoned Potash for his "outstanding leadership."

The irony of all this is that while in one breath Gold states that he will abide by a Supreme Court ruling to sign additional affidavits, he here apparently questions the integrity of the ruling of a high American court which convicted Potash. Are the rulings of our judicial courts supposed to be accepted or rejected as suit the wishes of an individual?

### Harsh Tests Ahead

Ben Gold's sincerity about being a "resigned" Communist is going to meet some harsh tests very shortly. The Federal Grand Jury has urged that signers of non-Communist affidavits be forbidden to hide behind the protection of the Fifth amendment in refusing to answer questions. The House un-American Activities Committee is urging a change in the law to close up all loopholes. The Senate Labor-Management Committee wants a special unit assigned to the Justice Department to handle all alleged violations of the non-Communist oath. Numerous other government and non-government agencies are converging on this issue. We shall see some important changes shortly.

Ben Gold, along with other officials of his union, will then have to face up to some revitalized facts of life. With the law no longer loop-holed, and far more realistic, the rapidly nearing fate of Gold will be extremely interesting to watch.

**Reprints** at nominal costs: Up to 100, 10c each; 200-500, 8c each; 1000-3000, 2½c each; 5000 or over, 1½c each.



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The nation's shoe manufacturers and leather buyers are set to converge upon the Fall Leather Show, which this year celebrates its 25th anniversary. Will it prove to be a . . .

## SILVER JUBILEE WITH A SILVER LINING?

**E**VERY spring the Tanners' Council's showing of leathers for the coming fall and winter is eagerly anticipated by the trade—first, by tanners themselves who see it as a harbinger of their sales outlook for the months ahead, and second, by shoe manufacturers and leather buyers who get their first comprehensive view of the leathers they will buy shortly. This year's showing carries even more interest than is usual.

For the tanning industry, it marks the 25th year since the show's inception. The first was held April 11-12, 1928, at the Hotel Astor in New York City, where a total of 27 tanners displayed their products. In the intervening years, the number of exhibitors has expanded to 94 tanners, a number limited only by space.

### No Hoopla

Among the more conservative of its kind, the Leather Show is also unique among trade shows. Visitors to the Waldorf-Astoria Ballroom on March 3-4 will find a complete lack of the usual hoopla, fanfare and elaborate displays and promotional stunts that adorn most such pre-season marts. Instead they will see orderly rows of unpretentious booths in which tanners and prospective customers can get down to business with few distractions.

And *Business* with a capital "B" is what will bring both seller and buyer to the show this year. From every angle, the 1953 Fall Leather Show is expected to prove one of the brightest and most active yet produced by the Tanners' Council.

The reasons are manifold. The leather and shoe industry has just experienced one of its better years, both productionwise and saleswise. Take production. Last year, shoe manufacturers turned out 508,501,000 pairs of footwear of all kinds, third highest in industry annuals. Not only was this 39 million pairs

above 1951 output of 469,599,000 pairs, an increase of 8.3 percent, but it broke down to a 12 percent in civilian pairage alone. In 1952, the military accounted for only 7.3 million pairs of the total as against its 20 million pairs in the preceding year.

Saleswise, the shoe industry had also received a healthy boost in 1952. Dollar sales of the nation's retail shoe stores, not including department stores or mail order houses, reached \$1,711 million, some four percent above the \$1,684 reported for 1951. And with shoe prices some 10 percent lower this past year, the increase in pairage sales must have been well above four percent.

Department of Commerce figures for the first 11 months of 1952 list shipments of shoes totaling 469,560,000 pairs, some 6.6 percent or 29,354,000 pairs above the 440,206,000 pairs shipped in the corresponding period of 1951.

All in all, 1952 was a fairly healthy one for all concerned. Notably, it provided the much-needed shot in the arm, the antidote for the over-production and under-buying experienced in 1951. More important, it injected a new note of confidence into all levels of the industry which was sadly lacking as the year began.

Yet production and sales figures, for once, do not tell the whole story. The year 1952 may well be remembered for something entirely different. It is the year in which Leather Industries of America was first formulated, welded into a working unit. Back in 1928, the mere thought of a joint promotional group aimed solely at furthering use and hence sales of leather would have been laughed down. In 1952, it became the brightest pennant upon which the leather industry as a whole could pin its hopes.

Thus the Fall 1953 Leather Show may not be the first held since the inception and formation of Leather

Industries but it is the first at which LIA can offer any proof positive that its efforts are bearing fruit. And all evidence points to even more fruitful years ahead (see *Leather Industries of America—The Record To Date*, L&S, Feb. 14 issue).

This combination of improved demand and a more aggressive merchandising program has produced a more hopeful attitude throughout the industry that is already reflected in prospects for the first half of 1953. Not only is Jan. shoe production estimated at 43,500,000 pairs, a 5.3 percent increase over Jan. 1952, but retailers' stocks are well-filled and the industry is expecting its most active Easter in many years.

### Good Year Ahead

This very optimistic attitude, coupled with other favorable factors, may well carry the industry through one of its most successful leather shows in the entire 25 years. Even tanners themselves, the greater majority of whom are inclined through the experience of years to reject the rose-colored variety of spectacles, have been heard commenting on the silver lining to the silver anniversary.

Recent talks by Irving R. Glass, executive vice president of the Tanners' Council, before the Western Meat Packers' Association, explain this attitude further. Glass said that the year 1953 would seem to be auspicious since it is entered with "no legacy of maladjustment between tanners, shoe manufacturers and/or retailers."

Retail sales for the year will approximate 500 million pairs, he adds, most of which will be produced in the coming 12 months since inventories are at low levels.

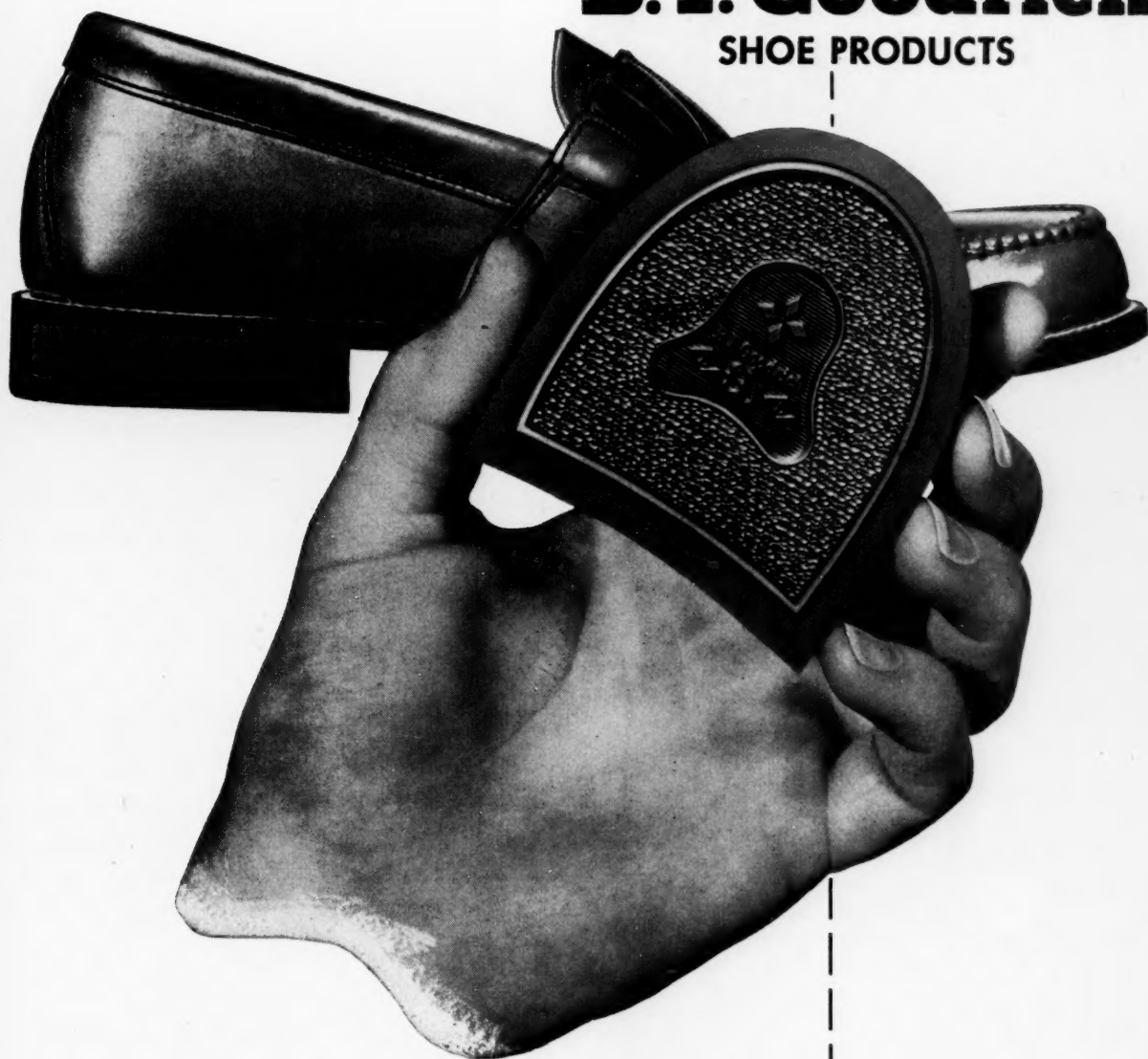
Significantly, Glass pointed out that to hold its customers, the hide and skin and tanning industry must

(Concluded on Page 96)

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# B. F. Goodrich

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## New B. F. Goodrich "loafer" heels

### GIVE YOU THESE 4 ADVANTAGES

**N**OW you can save time and material — cut costs on your next run of "loafers" by using the new core heel specially designed by B. F. Goodrich for "loafer" application. This heel —

- Eliminates heel bases
- Guarantees tight heel seat
- Stops nail shooting
- Finishes faster, looks better

These special "loafer" heels are made in men's sizes 26, 28, 30, 32, 34 and 36 in both black and brown.

Another example of the many quality shoe products made by B. F. Goodrich for use on new shoes. For complete catalog or special information, write *The B. F. Goodrich Company, Shoe Products Division, Akron, Ohio.*

## FALL-WINTER FASHION CORRELATION GUIDE

# WOMEN'S SHOE AND LEATHER COLORS

**The Navies . . .** hold their own in the forefront of accessory color. The leathers should be carefully held to a warm hue, more to the purple than to the green—a true navy color. **Flight Blue** is the volume and **Admiral Blue** is the higher style. All categories of accessories are covered by these colors. Flight Blue is the color for children.

**Basque Red . . .** continues to be the favorite in the majority of accessories. It is the scarlet that will spike the British uniforms and decorations and buntings and banners. It is darling for children's slippers, gay for leisure wear and always exciting for any pump or sandal or for trim.

**Cherry Red . . .** is the classic with a wide spread from morning to night — for town and country, for young and old, it is always beautiful in fine leathers.

**Ruby . . .** is a beautiful color as deep and glowing as the royal gem. It has already had signal success, good promotion and delighted customer acceptance. It is a beauty with the winter beige fabrics, it is rich with the navies and black, wonderful with greens and perfect with the greys — what more could we ask of any one color? It will span the whole accessory category, it is a good display color and it looks well in both artificial and day light.

**Vintage . . .** is as softly dark as a full-bodied wine. It is a color that can do so many things for so many of the fabrics. It has the slight patina of texture that makes it specially right with the current weaves and surfaces. It is dark and warm and despite its wealth of color, it has an informal air that will make it a most usable color for the casual shoe or accessory.

**Mint and Emerald . . .** are the two greens — Mint is the classic finding its secure place in the casual grouping and it is nice for children. Emerald is the new green—darker than Mint and more sophisticated. It is a color for town and for smartly styled country shoes. It will be just right with the beiges and tans and winter browns, and it is sensational with the navies. Shoes and handbag of this color will look really new and the beauty of the color will be a continued pleasure to the owner.

**Golden Wheat to Town Brown . . .** these are the natural colors that most deeply symbolize leather. Golden Wheat is for the wide casual field but it can look as smart as a whip in combination with a darker tone, it can look wonderful with navy, or green or black. It is a delightful color for small children. It is good in all of the casual accessories. It is almost a nude color and so pleasant for sandals.

**Benedictine . . .** is pungent in color and beautiful in all casuals. It is a favorite in the accessory coverage. It has been nicely used even for dressup shoes and handbags.

**Taffytone . . .** has many uses both for town and country and is a truly beautiful color. This is such a good color for children. It is a real leather color, with the glow and brightness that has tremendous eye appeal.

**Camel Beige . . .** is new and is charming when combined in the smooth and suede. It is the color of oak leaves, of dried grasses, of camelhair fabric. It is a muted natural tone that will look well with the brown family, with navy and black and green, with bright plaids and bold checks and rough tweeds — it is a natural color for the campus, for country tramping, for suburban shopping and, surprisingly, it will look just too good for all outdoor accessories.

**Maple . . .** is a darker tone of the Camel Beige and can be used in much the same manner, where only a suede is suitable.

**Spicetang . . .** is a strong hue most suitable for the outdoors and for casual wear. It is in suede only.

**Russet Glow . . .** is well named and its bright warmth is best for the country and the casuals. It is a spicy trim color to highlight the darker natural leathers.

**Tropic Tan . . .** is a classic, well loved and used over a very wide field. It is the children's color.

**Chestnut Brown . . .** is a good medium brown — just right for using as a whole design or in combination with any of the natural color leathers. It is in suede.

**Cognac . . .** in smooth and suede is safe and right in town or country, in casual footwear especially.

**Walnut and Town Brown . . .** are the darks of this natural leather colored group. They are best in fine leathers, in conservative designs and in interesting staccato combinations. They are in calf and suede.

**Smoked Pearl and Dusk . . .** are the greys — not as important as the natural leather tones and with a limited use in the fashion picture.

The Elk Leathers are in **Cherry Red, Flight Blue, Smoke, Taffytone, Tropic Tan, Russet Glow.**

**Smoke . . .** is the off-white newcomer but with the promise of a fine performance. It should be a favorite for the campus and delightful for all casual soft footwear.



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# FALL-WINTER FASHION CORRELATION GUIDE

## MEN'S SHOE AND LEATHER COLORS

### Colors For Town And Country Shoes In Smooth And Boarded Leathers

**Bourbon** . . . basic and volume color for all tannages of calf, kip, veal and sides. Every tanner of men's leather features this important color.

**Corona Brown** . . . new medium shade of brown sponsored by leading style innovators as the preferred shoe color for fine leathers with light bootmaker finish. In calf and kip. *Promotion color.*

**Beaver** . . . current version of Redwood tone from previous seasons, notable for its rich full coloring in side leather and kip.

**Havana Brown** . . . new version of the calfskin style color for quality shoes in custom-type models. Darker than the usual shoe browns and especially notable as the correct tone with new charcoal browns and "cool" browns in fine flannels and worsteds. *Promotion color.*

**Vintage** . . . new ruddy tone of lively cast, influenced by characteristics of new aniline colorings. Developed primarily in sides and kips but available also in full aniline calfskins. *Promotion color.*

**Cherrytone** . . . light Burgundy tone in kips and side leathers for youths' and campus type shoes. Also important in oil tannages for ski boots and heavy winter service shoes. Good moccasin color.

**American Burgundy** . . . classic dark tone from Cordovan coloring. In the forefront of fashion because of its fine character as a color foil for the whole range of blues, greys and tan mixtures. Also with light cashmere and camel coats. In calf, kip, veals and sides. *Promotion color.*

**Admiral Blue** . . . successful Navy shade for smooth and boarded calfskin, for soft glove kips and smooth sides. Used in combinations of two surfaces, smooth with grain in matching color, and brushed with matching smooth or grain.

**Dark Navy** . . . darker shade of blue desirable for combination with matching dark Navy brushed leather. Informal town shoes are detailed in combinations of smooth and grained calf in this dark Navy shade. *Promotion color.*

For related selling with hats, neckwear, socks, scarfs, belts, and mufflers in identical tones.

Contrasts with lighter and darker tan and brown suits, fleece coats and camel coats. Usually matched with dark brown hats to wear with oxford overcoats, good accents for worsteds in blues, greys, toned oxfords, and new novelty woolen weaves in these same colors. Favored by younger men with middle tones of oxford grey and dark blues, in worsted and flannel suits.

These Navy leathers and ruddy vintage and Burgundy tones are especially important for fall and winter with dark oxford, charcoal and blue overcoats and suits. They look well with the popular grey flannels in all ranges and can be worn with lighter blues, tans and greys in worsteds, and the new blends of wool with orlon, rayon, dacron and nylon in these colors. Leathers of winey undertone are usually not the best choice to accent brown suits. But they look right with light neutral cocoa and camel tones.

(Continued on Page 14)

# PRIMO

®

a leather by...

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This full chrome, corrected grain, elk-type leather is outstanding for character, wear and cutting figures. All standard colors with regular backs or natural buffed backs for unlined shoes.



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TANNING COMPANY ★

CHICAGO MILWAUKEE BOSTON



1953's big shoe trend is toward

# Comfort

Give your shoes sales-winning comfort

## HOW CUSHION CORK FOAM'S DOUBLE ACTION WORKS

Cushion Cork Foam combines foam and cork particles to produce a unique "double-action" comfort.

Foam gives it the inviting softness that wins sales. And cork adds resilient walking comfort. Under the body's full weight, the foam in Cushion Cork Foam compresses. Then

the cork particles take over. Bunched together by the added weight, the particles of cork form a springy auxiliary cushion. It gives the foot truly comfortable support and makes walking much less tiring. This "double-action" comfort may be your key to increased volume and more repeat business.





BOTH MEN AND WOMEN shoppers will be looking for comfort in '53, say experts. Cushioned insoles of Cushion Cork Foam can help make your shoes better sellers.

## with Armstrong's Cushion Cork Foam

● There's no question about it. Cushioned insoles sell shoes. Few shoppers can resist the inviting softness of an insole that promises exceptional comfort.

But what about the insole that feels so soft to the finger? How will it behave underfoot?

If it's made with Armstrong's Cushion Cork® Foam, you can be sure of this: it will be as comfortable underfoot as it is inviting to the touch.

### Here's why.

Cushion Cork Foam doesn't depend upon foam alone to do the job. It's reinforced with cork. Under the body's full weight, the foam portion compresses. That's natural.

When it's compressed, however, Cushion Cork Foam does not leave you with a thin mat of rubber having little or no cushioning value. Instead, that's when thousands of resilient cork particles take over the job of cushioning the foot.

These cork particles are spread throughout the rubber foam. There they act like an auxiliary spring that goes to work only when it's needed.

This action is the secret of Cushion Cork Foam's exclusive "double-action" cushioning.

Test Cushion Cork Foam yourself. If it doesn't prove itself to be the most comfortable cushioning material you can use, we'll reimburse you for the cost of the test shoes.

One manufacturer ran his test this way: He selected six girls from various parts of his plant. For each, he made up a special pair of shoes. In the left shoe, he used a plain cushion material. In the right shoe, he used Cushion Cork Foam.

Each girl wore her shoes every day. Within three days, all six girls had asked, "Why don't you make both shoes as comfortable as the one I'm wearing on my right foot?" The outcome of this dramatic result was that he immediately switched his entire slip-lasted line to Cushion Cork Foam. Incidentally, his production schedule had to be increased substantially!

So get your working samples today. Just call your Armstrong representative or write to Armstrong Cork Company, Shoe Products Dept., 8802 Arch St., Lancaster, Pa.



See us at the Allied Shoe Products Show in New York  
Hotel Belmont Plaza • Room 904 • March 1-4

## ARMSTRONG'S CUSHION CORK FOAM

ARMSTRONG CORK COMPANY, SHOE PRODUCTS DEPARTMENT, LANCASTER, PENNSYLVANIA

## MEN'S SHOE AND LEATHER COLORS

(Continued from Page 11)

### Colors For Town Informals, Sport And Campus Shoes In Smooth, Boarded, Aniline And Grained Leathers

**British Tan** . . . classic favorite for town and country shoes. In all tannages of smooth, boarded and aniline leathers. Also specified for fine and heavy grain calf and sides. Most important alligator and lizard color for all-over and combination effects. Available also in reptile grains on calf and sides. *Promotion color.*

**Brandy** . . . important style color in the British tradition of light russets. In smooth calf and kips for town informal and country type shoes. In full aniline calf and heavy veals for prestige promotions. New in unlined weight grain calf. *Promotion color.*

**Ambertone** . . . bright gorse tone for smooth calf, kip and side leather. Also available in new boarded calf, fine grained calf and kip, and heavy grained veals. Developed in glove-tan kip leathers and unlined weight calf and sides for rugged sports and campus shoes. This color is lightly polished or deeply stained—it looks well with any surface burnishing. This is the color to promote with new bright color tweeds, novelty woolens and rust color jackets. *Promotion color.*

**Comanche** . . . medium shade of dark russet featured in various types of grained leathers—fine and coarse grains on calf, heavy pebbled grains on sides, glove soft crinkled grain on kips and veals. This is the important grained leather color used for allover campus and informal town shoes. Also effective with Bourbon smooth leather or Chestnut Brown brushed leather in new types of combination leather patterns. *Promotion color.*

*Note:* In view of strong emphasis being given to grained leathers in advance shoe styling for fall, three colors designated for Grained Leathers in all variations of fine grain, medium, heavy, pebbled are of special interest: *Ambertone, British Tan and Comanche.*

These golden tans and rich russets and orange glow shades are all important for fall as the best color foils for the new types of soft homespun, Shetlands and tweeds now being used for suits, and separate jackets with slacks. They blend with all the novelty mixtures in blues, greys, tans and browns, they serve as good accents for new teal and lovat shades in hound's-tooth patterns and tweeds.

Tans and russets in this group harmonize with the tan and rust tones of new suede jackets worn with flannel slacks. These suede jacket outfits, and leather trimmed tweed jackets are highly important prestige fashions for fall. Here are the colors that lend themselves to integrated promotions of new apparel for Indian Summer wearing in town and in the country.

(Continued on Page 97)

# VERZA TANNING CO.

## VERZA CHROME CALFSKINS

Full Grain and Corrected Grain — Black and Seasonal Colors

CHROME SIDES AND KIPS — BLACK AND COLORS

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**OPENING OF AMERICAN LEATHERS**

**FOR FALL**

**WALDORF-ASTORIA**

**NEW YORK • MAR. 3-4**

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**NORTHWESTERN LEATHER COMPANY**  
BOSTON 11, MASSACHUSETTS

*The Continental  
Favorites*

# Calf Leather's Role In

## MEN'S FALL FASHIONS

*The new clothing styles, the go-with shoes in new calf leathers*

Tanners' Council Calf Leather Division

**L**OOK for growing strength of "natural look" in men's apparel, actually the result of new construction and tailoring. It is achieved through a new concept of styling comfortable clothes, and has been developing slowly since 1951 to its present status.

More single-breasted suits are being sold. Perhaps major reason for acceptance is the popularity of separate jackets and the new interest in fine woolen and new-era tweed suits—all with single-breasted two-button and three-button details.

New styling of sports, casual and leisure clothing prepares the way for new developments in men's footwear. Watch for a brand new group of leather casuals to go with town informals, TV outfits, country sports, suburban mix-match effects, and active sports clothes.

Two new styles for men started as conversation pieces, and now show signs of acceptance by pace-setters, to a point that will give them real sales possibilities for fall and winter.

First of these is the fashion revival of *Suede Leathers* in separate jackets, slacks and vests. Not all three are worn together. The jackets are worn with flannel slacks, the leather slacks are to wear with tweeds and sports pullovers, while the vests are worn with any country outfits.

Second is the promotion of *vests* in a wide range of materials and in colors and patterns that are dazzling the window shoppers. These vests descend from a long line of fine waistcoats worn by fops of the 17th century and dandies of the 18th and 19th centuries. But they are strictly circa 1953 in their new interpretation. To wear with suits in grey flannels and

oxfords with tweed and woolen suits, with separate jacket and slack outfits.

The well-dressed man of the coming fall season will wear a suit that has modified padding in the shoulders, an easy cut in the jackets, trousers slightly narrower than in his old suit. The jacket is not exaggerated in any way, and while it may be a double-breasted style, chances are it will be single-breasted if he is style-minded. His hat will look a bit higher in the crown, narrower brim.

### Extensive Choice

The choice of material is very extensive, and includes the oxford greys and the new charcoal greys, which look almost black in some versions. Color-flecked materials are represented in fine worsteds and novelty weaves, as well as in tweeds and homespun. Greys and blues are first favorites, then come cool browns, the new tans and the darker charcoal browns. The general effect is one of unstudied good taste with plenty of latitude permitted for interesting colors in ties, scarfs, shirt, socks, hat bands, and textured brushed hats.

His shoes are new styles of lighter detailing and if he is adventurous he will invest in any of the following styles in the calf leather colors suggested.

1) Medallion-tip bluchers or bals in Bourbon, Brandy, Corona Brown, Havana Brown.

2) Norwegian slip-on moccasins; Town versions in Black, American Burgundy, British Tan.

3) Derby-front two and three eyelets in Brandy, Ambertone, British Tan, Admiral Blue.

4) Envelope ties and oxfords in

Ambertone, American Burgundy, Brandy, Corona Brown.

5) Tassel tie slip-ons in Black, American Burgundy, Havana Brown, Admiral Blue; also Brushed calf in Tans, Blues, Browns, Greys.

6) Laceless shoes, custom lasts in Black, Charcoal Grey, American Burgundy, Brandy.

7) U-wing bluchers or bals in Black, American Burgundy, Brandy, Bourbon; also combinations with Brushed Calf in matching colors.

8) New shadow brogues; brogue and semi-custom lasts, black and all calf colors.

9) Moccasin front bluchers in Ambertone, Rocky Tan, Comanche, Brandy, American Burgundy.

10) New brogue slip-ons in Black, Corona Brown, British Tan, American Burgundy.

11) One-eyelet and three-eyelet bluchers in Brandy, American Burgundy, Rocky Tan, Ambertone, Lariat Tan, Cedar; also aniline colors.

12) Balmoral brogues, no pinking in Black and all calf colors.

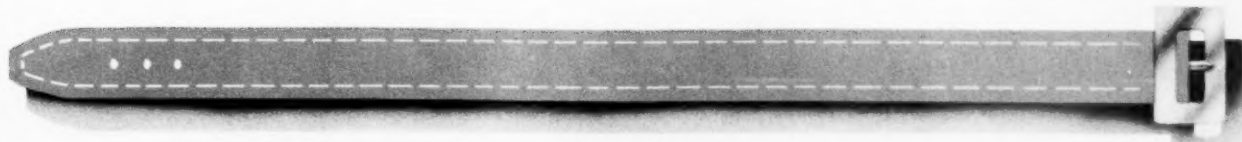
13) Mudguard demi-brogues in Black and all calf colors; also combinations in dark blues, tans and browns of matching smooth and brushed.

14) U-wing slip-ons, gored and laceless types in Black, Brandy, Bourbon, American Burgundy; also combinations.

Many in the new smooth and matching grained combinations exactly matching in color.

And For Casual and Resorts Wear: calf leather casuals in glove-tan leathers, soft unlined calf or veal, brushed leathers, all-over and combined in the new boneless *padril* and *bandoleer* styles.

*For beauty that's more than skin deep...*



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SOLE  
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**NEW PAD BOXES** take full runs of sizes and widths — can be angled to aid operator.

**POSITIVE TIME - PRESSURE CONTROL** automatically assures adequate bonding period for each shoe.

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This high-production 2-station machine is an outstanding example of progress in the shoe industry. It's the latest of many contributions to better cement shoemaking made by United in the course of 20 years.

This sole attaching machine lets you utilize to the fullest, the latest in pressure sensitive and heat activated cements. It will produce the right bottom character, consistently and positively, on all shoes that come to the machine properly prepared. Maintenance costs are low and operator adjustments are quickly made.



The productive efficiency of this machine, like all United Machines, is constantly maintained by trained servicemen and by regional inventories of replacement parts located in sixteen shoemaking districts.

For further information call the nearest United Branch Office.

**UNITED SHOE MACHINERY  
CORPORATION**  
BOSTON, MASSACHUSETTS

# Fall Fashions in Calf Leather



**P**olished calf lends itself to the newest, sleekest ideas for next Fall in all types of footwear. Here are shown four styles for women and three for men. In the women's, the new pointed toe last, originally introduced by Andrew Geller and destined for good consumer acceptance, is used in two fresh approaches. Also included in calf for women is a classic trimmed pump and an off-sided sandal, both well-adapted to this leather. The three men's styles depict the newest trend in men's footwear—a neat look. These styles, featuring various vamp and quarter detailing, show up to good advantage in the new Fall calf leather shades for men.

A. Colorful trimmed pump style in blue calf with white calf underlay.

B. New pointed toe last is basis of this opened up pump in all over calf with contrast stitching. Note closed heel with triangular openings in sides of quarter to match vamp opening.

C. Another style on the new pointed toe last featuring very naked quarter and smart stripping detailing on vamp. All over calf with contrast stitching.

D. Sweeping asymmetric lines in a Fall sandal in all over calf with large open toe.

E. Perfs and pinking bring out lines of this classic oxford for Fall wear in new calf tones for men.

F. Smooth lines featured here in U-wing oxford with smart stitching.

G. A smart oxford for Fall adaptable to two types of vamps—one a U-wing, the other, a moccasin-type.



# Antique Amber<sup>#8A</sup>

ANILINE

Calf



Patented  
Shoe

# Ohio

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GIRARD, OHIO

**for RUGGEDNESS that**

# **OROTAN and ZIRCOTAN**

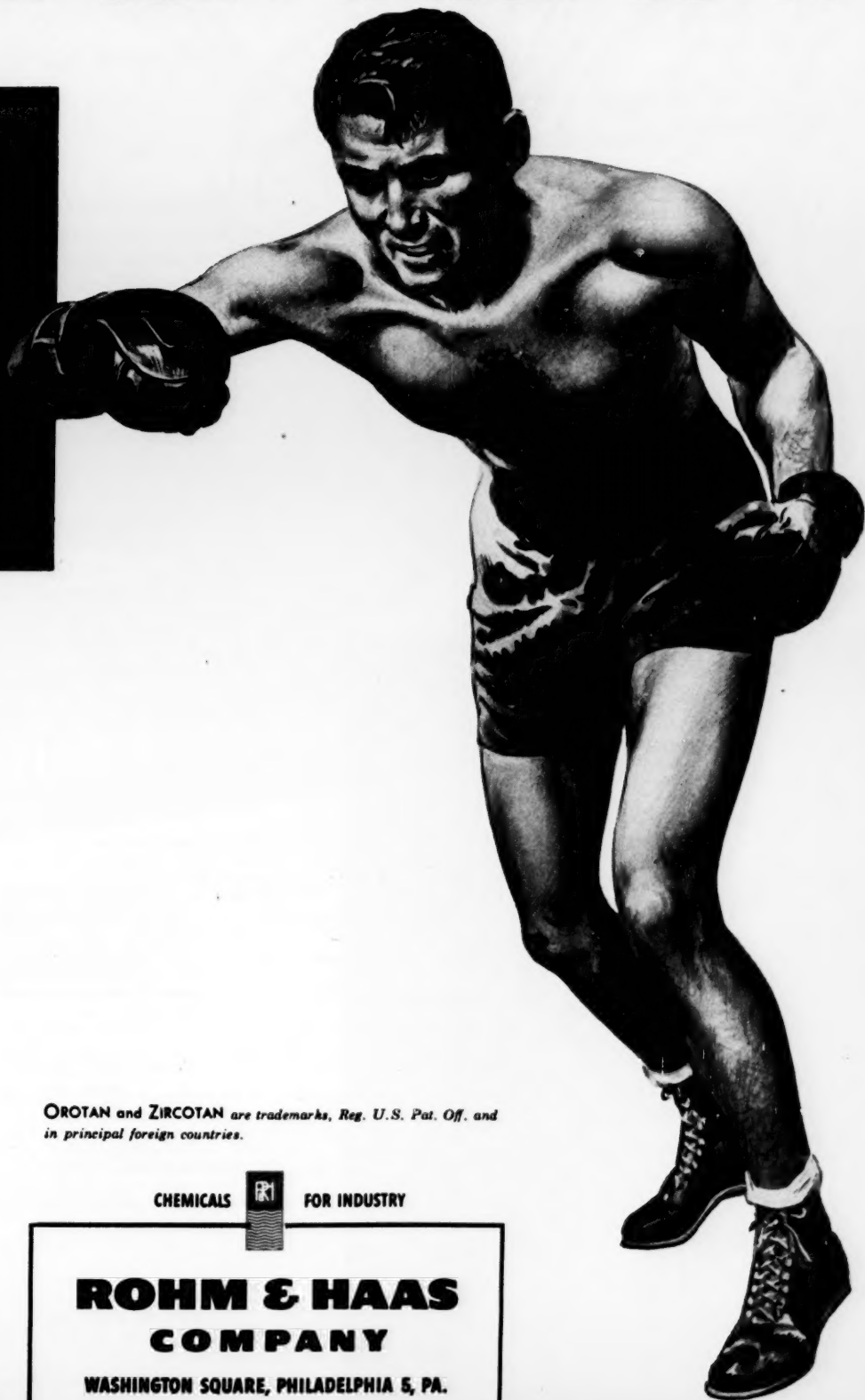
Leathers tanned with OROTAN TV have the toughness of champions. OROTAN TV tans rapidly and uniformly. A complete tan in itself, it is thoroughly compatible with vegetable tans—may be used in blends to reduce sludging.

Another rugged contender for top honors is ZIRCOTAN synthetic tanning agent. Used to produce through-white leather, ZIRCOTAN also makes leather tough and resilient.

Full technical information on OROTAN and ZIRCOTAN is yours for the asking.



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OROTAN and ZIRCOTAN are trademarks, Reg. U.S. Pat. Off. and  
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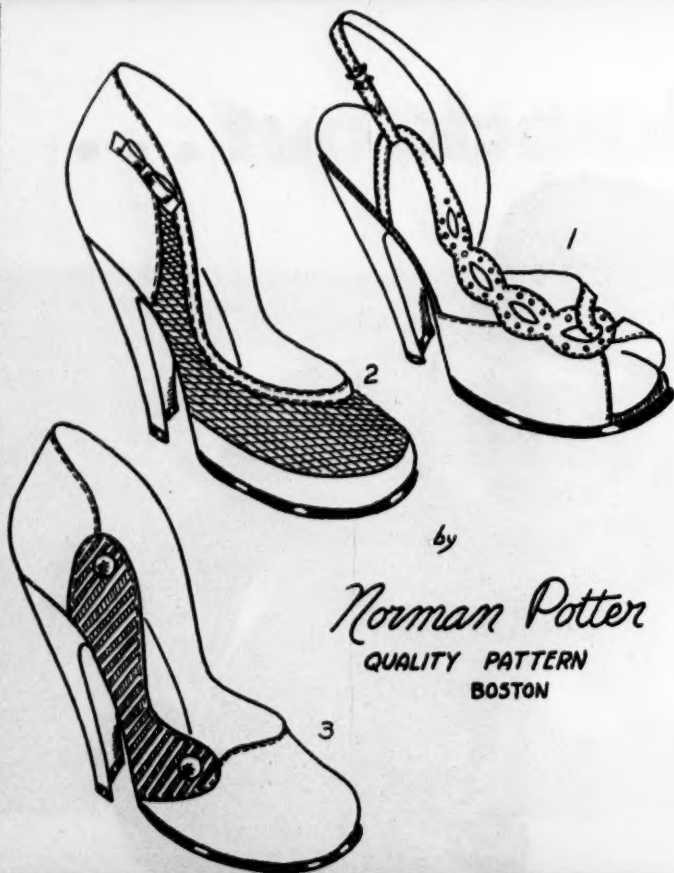
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COMPANY**

WASHINGTON SQUARE, PHILADELPHIA 5, PA.

*Representatives in principal foreign countries*

# Patent

## Designed for Fall



by

*Norman Potter*  
QUALITY PATTERN  
BOSTON

Patent leather zooms to new heights of demand and popularity in the smartest women's footwear. Black is the outstanding color, but beautiful new shades, especially developed for patent's smooth sheen, enter the Fall picture as strong fringe colors. This leather takes to the currently important sleek lines in today's styling. It is also readily adaptable as a combination leather to be used with fabrics and suede, adding texture interest—the contrast thereby enhancing the natural brilliance of patent. Here are six designs which typify just what will be done next Fall with patent—and which give partial answer to the "why" of this leather's strong fashion revival.

1. Beads dot pretty scallops, outlining cutouts, in this new design for Fall, adding extra glamour to patent's sheen.

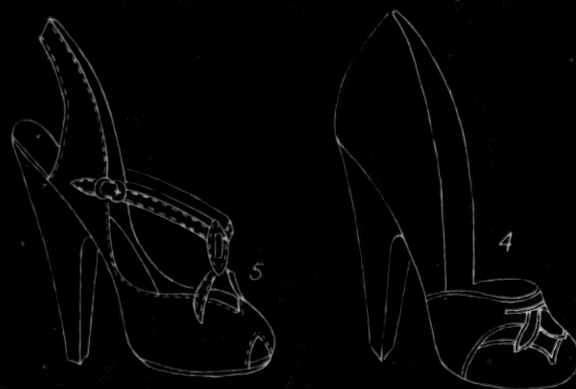
2. Two of the most popular shoe upper materials combine—patent and mesh—in an otherwise simple pump styling. Note pert bow at side.

3. A pretty ribbed fabric gives the appearance of being buttoned onto a patent leather pump.

4. Petals in contrasting colors flap over vamp cutout in this semi-high riding style. Vamp trimmed in contrasting binding, a good styling feature for patent.

5. Criss cross straps caught in smart buckle ornament give a feeling of height to this opened up design in patent.

6. Side interest with a flip bow effect. Good in suede with patent combination shoe.



by

*Sam Yellin*  
NEW YORK



When you Control Measurements you help

*Control Costs...*



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Are Protected With  
**SLIDE-O-GLAZE**



Last checking, splitting, shrinking and swelling due to the presence of moisture have been minimized since the introduction of SLIDE-O-GLAZE. This new protective finish has proved its worth under a wide variety of shoe factory conditions.

Slide-O-Glaze increases surface protection and that means increased last life.

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mies possible with United's new finish? All seven United Last Company Branches are equipped to apply Slide-O-Glaze to men's, women's and children's lasts. Write or phone your nearest United Last Branch.

**UNITED LAST COMPANY**  
BOSTON, MASSACHUSETTS

**SLIDE-O-GLAZE — EXTENDS THE WORK LIFE OF UNITED LASTS**

# PATENT—BOOM IN THE MAKING

*Biggest Fall patent season in 10-12 years, and a still bigger Spring*

**P**ATENT leather tanners believe this will be the biggest Fall season for their leathers in the past 10 or 12 years. Not as big as last Spring (which is always a stronger patent season than Fall), but a very high-level Fall season.

Patent will apply to footwear next Fall in combinations with other leathers, chiefly suede, with smooth leathers following. And lots of patent for trim.

More than 90 percent of patent for the coming season will be black, with blues, browns and gunmetal comprising most of the remaining 10 percent.

However, keep a close eye on the metallics, particularly the bronze and copper shades. Metallics have been pushed, with only slight and apathetic response for the past four years. Fashion leaders have been behind metallic finishes, but manufacturers,

retailers and the public showed little interest.

But there's a good chance that the picture may change, that there may be a surprising swing to metallics. With patent riding high, and expected to continue that way for a while, black may reach its saturation point. However, if the demand for patent continues to hold, the demand may well switch to patent metallics. Anyhow, keep an eye on this possibility.

An example of what may be in the wind concerning this. The Weber Shoe Co., St. Louis, a leader in children's shoe fashions, is doing an exciting promotion job with copper patent shoes for little girls, in cooperation with the famous Neiman-Marcus store of Dallas. Both Weber and Neiman-Marcus believe that this copper patent is sure-fire.

If this particular promotion is suc-

cessful, as expected, watch for a movement into other metallic colors.

And still another possibility: patent in high colors. Back in 1933-34, patent in white, red, blue, green, beige, etc., was terrific. Black was only a small fraction of the total. Talk now is that if the demand for patent as a type of leather and finish continues strong in demand, but that consumers tire of black, there can be an important and quick shift to patent in colors. It's something—a trend possibility—to watch for.

And in men's footwear there are also important stirrings regarding patent. You'll be seeing more and more of it, particularly in men's casual and semi-dress footwear. It will be used in combinations, especially suedes, but also some smooths. But not black patent. Rather, in dark-

*(Concluded on Page 100)*



Three smart designs by Harry Berk in Colonial Leather's newest shades of patent leather: Left, red patent swoops to form a smart, asymmetric-lined pump; center, green patent and green suede are combined

in this smooth looking sling back pump; right, golden brown patent and suede combined for a high-riding sandalized pump.



**For full town brown shades on  
Ruffit Suede Splits**



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**use this top quality combination...**

**CALCOMINE\* Brown M  
CALCOCID\* Brown RD Extra  
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The above combination assures excellent results in the production of a full Town Brown shade on ruffit suede splits, with no bronzing or sheen resulting. No basic dyestuffs are needed, and you get a uniform shade in top-buffing. This combination offers good reproducibility on successive runs.

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**AMERICAN *Cyanamid* COMPANY**

**CALCO CHEMICAL DIVISION  
DYESTUFF DEPARTMENT  
BROOK, NEW JERSEY**

## Fall Designs In Reptile Leathers



**R**eptile leathers hold their own strong position in the footwear fashion picture each season. Here are shown four fresh styles for women and two for men, aimed at next Fall. These leathers need little to enhance their natural beauty. All that is needed is good styling. The two men's styles, by John Tomes, depict the daring in men's footwear. Although well-established in women's shoes, reptile leathers still have a long road to hoe in the men's field. But progress is evident. These two men's styles show the consumer appeal possibilities in styling men's shoes in reptiles.

1. High-style sandal for Fall featuring circle piece in vamp running through and under cutouts on side of vamp.

2. Pretty pump with diamond effect on vamp, buttoned to bring out lines of styling.

3. An open shank style with diamond opening in vamp formed by four, gently curved pieces.

4. Smart asymmetric styling in a sling back pump formed by three pieces on each side of vamp.

5. Strap-type blucher oxford with reptile quarter and strap, suede vamp. Leather sole and heel.

6. Lounger-type with alligator vamp insert. Suede or calf vamp and quarter. Leather sole and heel.



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# REPTILE LEATHERS AND FALL FOOTWEAR

*Here's the low-down on the new types, finishes and colors*

By Dorothy Adams

**R**EPTILE leathers offer endless fashion possibilities this fall. Most people, even manufacturers who work with reptiles to a considerable extent, are unaware of the tremendous variety of reptiles. Not only are there many members of both Lizard and Snake families which offer actual leather surface differences, but there are infinite opportunities to sample new tannages, finishes and effects. These are constantly enlarged upon and changing and they offer shoe designers limitless source of inspiration.

Tannages are resulting in reptile leathers that are softer to the touch, more pliable, comparable to glove leather. This is not only more comfortable to the wearer, but also allows the leather to be adapted to a greater number of shoe patterns so that we no longer hear the complaints about stiffness or heaviness of the leather.

It is interesting to note that Europeans have different fashion value for various reptiles. The unusual beauty of the natural python, for example, appears in high-priced shoes and handbags in Paris. This is a reptile with small style importance here, yet the neutrality of coloring, to say nothing of its exotic quality,

makes it a perfect accent to a simple beige or camel costume.

For fall, one of the most satisfactory developments in the tannage of reptile leathers is the patent leather polish. In the trend for smooth, polished leathers, this is an advantage. It is also an advantage when teaming a Lizard or Snakeskin with suede leather, where the reptile offers smart contrast in both texture and shine. Since shoe styles are feminine, often open and touched with small details, it is natural that all types of reptiles will conform.

Calcutta Lizards will be matched or blended with other leathers in day shoes. Oriental Lizards are in moderately priced shoes with an expensive, custom look. Makassar Snakeskin appears in many types of dressy footwear. Cobra Snakeskin looks new in young flats often trimmed or combined with another leather or material. Metallics of gold, copper coin and gunmetal give excitement to late day and at-home styles. These last are appearing in both Snakeskin and Lizard families.

Alligator and Alligator Lizard are both so firmly established in fashion that they need no endorsement; both, however, will be scarce.



The inevitable two-tone appearance of every reptile can be capitalized upon again this fall when texture remains an important factor in the fashion picture. It is this texture, varied in the case of every reptile, which provides the source of so much color interest and which is so impossible to duplicate. It offers marvelous promotional possibilities to the retailer and is a source of fascination to the customer.

Tones of brown promise to be best sellers this fall in reptile leathers, ranging from the beiges through desert sand, benedictine, cafe au lait, cocoa, burnt mocha. Much emphasis is placed on the medium, warm browns.

Red is always popular in reptiles with Cherry Red preferred in Alligator and Lizard and the brighter Basque in Snakeskin. Green has been poor to date but will probably increase in mint green. Blue grey is a favorite color in reptile and is especially liked in Alligator Lizard. Black as glossy and shining as we can get it is expected to be increasingly in demand in all reptiles. We are striving for interesting two-color effects on Lizards, such as beige undertone with black highlights.

Designers who may have felt somewhat hampered in trimming reptile leathers because of the natural surface interest of the leather, are using jewel touches, nailheads, contrast pipings. And reptiles will be used as small, elegant touches on dark shoes in the form of bows, pipings, tips, heels.



**Real White SHEEP**

**Actually Tanned WHITE—Not Bleached**

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EST. 1907

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**THIS MACHINE APPLIES  
FRENCH CORD BINDING EASILY,  
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**We also carry in stock  
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You'll see your shoes go through the stitching room on schedule, when you use the "ROTARY" French Cord Turning Machine, and run our specially made semi and full-coated binding through its human-like mechanism, in one operation.

Your shoes will take on eye value to a degree that will brighten a buyer's outlook for a good turnover, and that, from a sales and profit standpoint, means a lot to you.

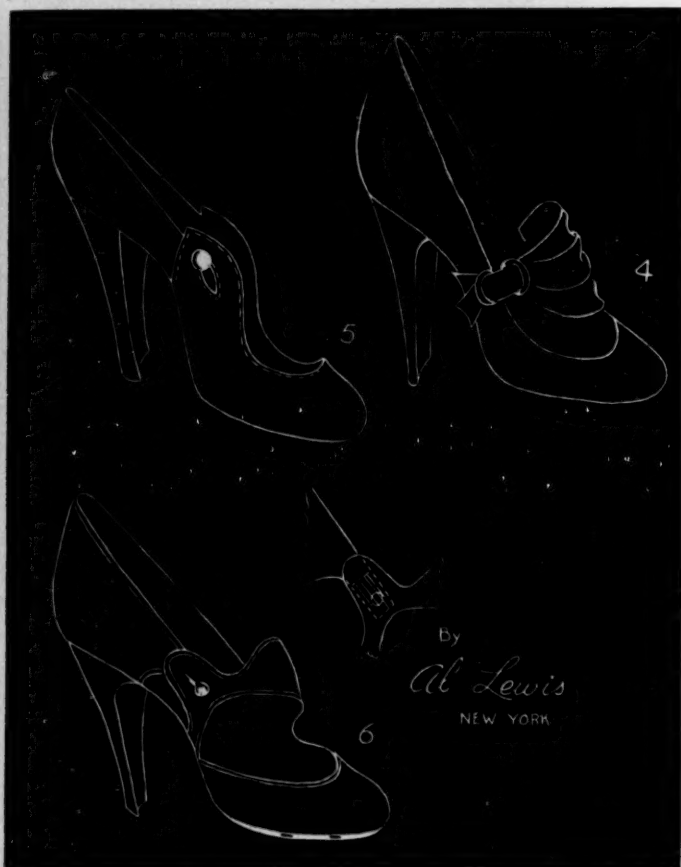
The secret of the popularity of the "Rotary" Turning Machine is in its design and our thermoplastic methods of coating cord binding. All moving parts of the machine are made to run hour after hour and day after day without frequent stops for adjustments, with results that pass the closest inspection.

Take advantage of our sampling offer. Learn more about our capability to serve you to your advantage. Write our nearest office today.

# Kid

## Styled for Fall

Kidskin adapts itself naturally to beautiful draping and tucking effects, as is brought out in these six new designs for Fall. This leather is durable but still achieves a soft feminine look. Sleek, glove-fitting designs are best styled in kidskin because of its suppleness. High riding effects which cling to the instep are smart in kidskin, and designs have tremendous possibilities for color combinations. Note the new treatments here interpreted in kid, with light looking high-riding effects, and sweeping lines.



1. Closed toe, side-draped kidskin sandal. New high front effect with open back.

2. A draped vamp of kidskin with contrasting applique up center front connecting with instep strap. Open quarter ending in bow.

3. Kidskin pump with pin tucking on vamp and a swirl applique in contrasting color to give high instep effect.

4. Gracefully draped kid pump with instep drape caught on side in buckle. High riding lines in opened-up front.

5. Pretty swirl on sides ending in petal effect and buttoned through slots.

6. Smart high riding style with unusual front opening and tiny opening on outside. Note button arrangement with concealed goring for snug, comfortable fit.

*An Invitation  
to See*



**AMALGAMATED'S**  
**FALL COLORS** *in Kidskin*

*featuring*

**CHARMOOZ**

**GLAZED KID**

**SATIN KID**

**SOFT TOUCH**

**BUCKGOAT**

**SOFTEE**

**AMBUCK**

**IRIDESCENT KID**

**KID LININGS**

**GENUINE REPTILES**

**BOOTH 33**

**OFFICIAL OPENING OF AMERICAN LEATHERS**

**WALDORF-ASTORIA**

**MARCH 3-4**

A cordial welcome awaits you at this semi-annual showing of the complete line of Amalgamated, World's Finest Leathers.

**AMALGAMATED** **LEATHER COMPANIES, INC.**  
**WILMINGTON 99** **DELAWARE**



Kid-

# THE NEW LEATHERS—THE NEW SHOES

*New finishes and colors adapt to smart new fall footwear*

By Helene O'Hara

Fashion Coordinator  
Allied Kid Company

**W**OMEN have signified this winter in almost all parts of the country that they will wear open shoes for dress year 'round. The first Fall shoes, too, need not be closed. In this way they are an "immediate wear" part of the wardrobe. I believe there is more potential excitement afoot then in many a year, because the concentration is not on one part alone; rather it is proportioned by the point of greatest interest.

## Exciting Styles

*The pointed toe* cannot be avoided. Sharp as a widow's peak, it is not for every shoe line as such, but it has brought about a new dimensional slimmness. They increase the length eye-wise. Ask the woman who's worn a pair, size eight or nine.

*Square toes* are in last development, not stubby, they retain the slim lines trail-blazed by the pointed.

*Straps*, higher than the instep and lower than the ankle. Walkable? Yes, when elasticized or gently tied. Dips one side or two, with couture touches of pretty buttons, gussets, or mild mannered stitching. These offer one relief to little boots which we term lady boots.

*Quarters* that are wrapped up, cradled, or complicated stripping that looks simple. Little posts with whalebone interiors for long-term stability. Quarters will have a swathed instep, which is wrapped with a draping.

*Ornamentation*: Jewels in good taste on indoor and dancing shoes. Buckles, slimmer, less pronounced. Braid, leather braid, silk braid mildly applied to throat and vamp. Patterned perforations, all over or in vamp or quarter forming a pattern, with or without an underlay.

*High-rising vamps* of elasticized suede or interlaced smooth, any heel height, to give a gloved smoothness rising toward the ankle. Also classi-



fied in the glove-fit department, the ultra-soft toe, and the very limber quarter both outlining the natural foot line. Discreet wide-open toes have a peek-a-boo quality. More and more indoor shoes, glamour, because that's the direction of at home clothing. Toe nail deep shells that depend on tightly anchored quarter.

*Sheath shoes*, necessarily elasticized, still in nebulous creation stages. Construction changes focus on cushiony lightness with the wrapped midriff most noteworthy.

*Heels* are not as spectacular as they are specific, molded to the silhouette of the individual shoe. Unbulky at any height the contour is sharp, round, straight as the upper design demands.

*Suede Kid*: There's a whisper about that's growing louder. Women are looking, even special ordering, colored suede shoes. Suit, coat and dress fabrics are becoming more formal. Colored suede footwear is a natural complement. Is it practical? Suede kid today is color-fast, and dressings are available to the retailer to sell in turn to the consumer to clean and recondition the surface.

*Glazed Kid*: This is for the dressy open shoe, the glove shoe. Note the emphasis in fashion magazines on basic colored kid for daytime shoes.

*Patent*: Something has happened in patent. It's *Petit-Point* suggested as a trim on black or grey suede, as a heel covering, collar or straps. We add brown patent, clear as our own basic brown, gunmetal and bronze, of course.

*Browns*: Town Brown loses ground to Essex Brown because Essex is a *real* brown, without black undertones and obvious to the consumer's eye in any light. Sussex Brown, named for another stained glass center, is a medium dark brown for combinations and for casuals. It's a young color. Grouped right with this family that merits considered merchandising for Fall is Bronze Kid, Patent or Maracain. Not a formal leather as is too often thought, Bronze has a promotional value as early as July in all heel heights.

*Blues*: Admiral Blue is in a large measure replaced by Flight Blue because Flight Blue is a *real* blue. For the added reason that volume sales of Spring coats and suits were for a lighter navy, many women will re-accessorize their blue clothing in the Autumn, for a portion of them at least bought red in the Spring. The lighter Brittany Blue is a sound casual blue to take on red, gunmetal, grey or beige trim.

*Tans*: Benedictine, Spicetang and Tropic Tan give way to some of the pretty, rich, polished looking tans and rusts.

*Greys*: We follow the Tanners' Council colors of Smoked Pearl and Dusk because they are clean greys, and put in a strong word for Gunmetal Kid, Patent or Maracain alone, or in combination with black, grey, blue or a tall beige for fashion emphasis.

*Reds*: Of the three official reds, we prefer Basque over Cherry in smooth. Maple in our books steadily decreases

(Concluded on Page 102)





**TAKE THE BREAKS OUT**  
of your thread



**TAKE THE STOPS OUT**  
of your machines



**TAKE THE BITE OUT**  
of your labor costs



Stop piling up shoe  
"cripples"—start using NYMO.  
A bonded nylon, with an exclusive  
non-twist Monocord construction,  
it has the strength to stand up when  
the last is pulled...the extra resiliency  
to form a smooth, secure closing seam. Super-flex  
NYMO won't rupture in shoe usage, either...longer-lived,  
it's made to resist abrasion and thread rot due to tanning acids and  
perspiration. *A change to NYMO is a change for the better!*

**SEW IT..  
STRENGTHEN IT...  
STYLE IT WITH**

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NYMO THREAD FOR SHOEMAKING

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**FOR FURTHER  
ECONOMY...**  
ready wound  
bobbins of  
NYMO are  
available in most  
sizes and styles.

# THE KID LEATHER GUILD— THIRD ANNIVERSARY

*A unique and vigorous promotional program with emphasis on dramatization has done an impressive job in getting across the educational and fashion story of kid leathers*

By Hanns Moser

NOT long ago, a friend called Charline Osgood, Director of the Kid Leather Guild, and told her indignantly that she had visited a well-known New York department store, and while in the shoe department she had asked for a certain type of kid shoe. The clerk informed her, she told Miss Osgood, that that particular style had not been made in kid for many years, a fact which both Miss Osgood and her friend knew not to be correct.

No sooner had Miss Osgood finished talking to her friend, than she called the head of the department store where the incident had occurred, related the story and asked to be given a chance, as soon as possible to address the store's shoe department staff. A few days later she delivered the requested talk during the course of which she referred to the incident which prompted her to speak.

## Profitable Lesson

Afterwards, Miss Osgood was approached by the clerk who had given the wrong information who thanked her for discussing kid leather shoes and then added: "I'm glad I made that mistake, because it brought you here and taught all of us a profitable lesson."

The significance of this little story lies in the promptness with which Charline Osgood tackled the problem—a problem which involves her favorite subject, kid leather. She has pursued this subject diligently and with obvious success for the past three years during which she headed

the Kid Leather Guild, promotional arm of 16 kid leather tanners.

In the three years since the Guild came into being it has done an effective job. The fact that today the Guild is going stronger than ever, when similar promotional ventures have fallen by the wayside, attests to the determination with which Miss Osgood and her associates are carrying out their mission. All this, despite seemingly unsurmountable obstacles, specifically on the retail level of the shoe industry where, Miss Osgood asserts, the toughest work has to be done. It's there that the Guild finds itself forced to do a thorough educational job—a job perhaps tougher than consumer education which also constitutes a formidable task for Miss Osgood.

The magic word on which Miss Osgood has been basing her entire kid leather promotion program is "dramatization." Thanks to a background in show business and sales promotion, she has always been convinced that just about everyone can be interested in just about everything, provided the idea is properly "dramatized."

Indeed, Miss Osgood's background is colorful enough to deserve mention at this point. After graduating from Northwestern University where she concentrated heavily on English, drama and psychology, she did sales promotion work for the Crosley Corporation. Among other special assignments, she staged the concern's exhibit at the 1940 World's Fair in New York, later did Crosley

exhibits at the New York and Chicago automobile shows.

Telling about her association with Crosley, Miss Osgood relates what she considers her most important job for the firm. She was called in to solve a labor-management dispute at one of the Crosley plants. As usual, she tackled the task by "dramatizing" the troublesome issue at stake—one involving a worker-foreman relationship. By means of a little playlet, complete peace returned to the plant.

Then came radio work, including work on such well-known serials as "Ma Perkins," "Life Can Be Beautiful," and others. During the war, Miss Osgood wrote plays for the American Women's Volunteer Service.

## Principle Into Action

Translating the "dramatization" principle into action when she created the Kid Leather Guild in 1949, Miss Osgood launched a series of promotional schemes, some of which are still going strong today. Most noteworthy among these is the Guild's "On Your Two Feet" promotion, a program which takes the story of kid leather footwear straight to the consumer through the medium of women's clubs, in cooperation with the Woman's Club Service Bureau. Complete material for a club meeting, in four parts including three speeches and a skit to be put on by four members is offered to club chairmen in the colorful "On Your Two Feet" folder. A pocket-size booklet, summarizing all the important facts about

(Continued on Page 104)



**SEASON AFTER SEASON**

**MAKERS OF QUALITY SHOES**

**MAKE THEM OF**

## *Evans Quality Leathers*

**... BLACK, WHITE OR COLORS;**

**SMOOTH, GRAINED OR SUEDE;**

**UPPER STOCK OR LININGS**

The uniform excellence of Evans Leathers makes them the unanimous choice of America's leading shoe manufacturers.

*See the new colors for Fall in . . .*

**BOKHARA • BROGANDI • CARA • EVANETTE SUEDE  
PEERLESS BAG AND NOVELTY LEATHERS • POLITAN  
PEERLESS COLORED KID • PEERLESS LININGS • VALENCIA  
KLONDIKE GOLD KID • SILVER KID • METALLIC KID  
EVALAMB • RUBY (black) KID • PEERLESS SLIPPER KID**

*at the Leather Show, WALDORF ASTORIA, Booth 28*

## *The House of Fashion Leathers*

**JOHN R. EVANS & COMPANY**

**Camden, New Jersey**

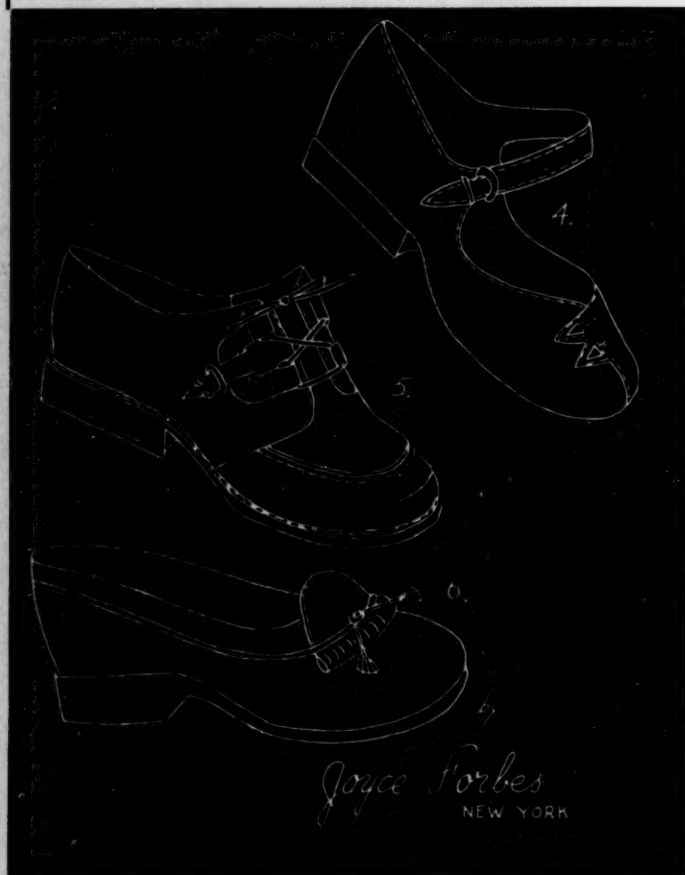
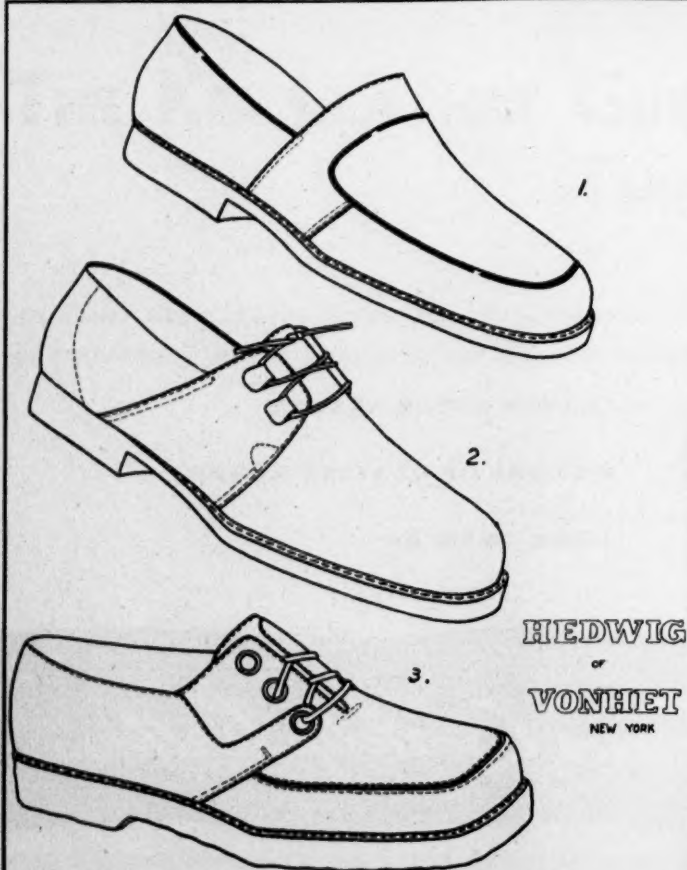
*Est. 1857*

## Designed for Fall

in

## Side Leathers

Now that fashion is the by-word throughout the entire footwear industry, side leather comes into its own in adaptability to style shoes. Here are three men's shoes, designed especially for side leather, which carry fashion detailing in every line, as well as serviceability and ruggedness. Here also are three juvenile styles — each a top fashion item in itself. These leathers are easily adaptable to crepe-type and rubber solings, yet carry the luxurious feel and look of quality leather footwear. Here are fashion, practicality and serviceability at their best.



1. Step-in type with concealed goring. Good in new honeyed tones for casual wear.

2. This design in side leather features metal ski boot hooks with raw hide lacings.

3. Rugged stitching detailing in this side leather design with large lace openings. Crepe sole.

4. A heel-hugging strap in side leather with lots of dash in outline and vamp interest. Note imitation button and buttonholes which are practical and important stylewise.

5. A smart ghillie oxford for boys with novel buckle trim and butted moccasin trim. Excellent as heavy leather style shoe.

6. A four-to-nine size range shoe for the miss with grown-up taste. Gore adjusted, new slashed tongue and fringed lace ends. Very smart in side leather. Extra attraction — heavy rubber sole.



Manufacturer

35

2

35

# LEATHERS IN FALL FASHIONS

By Dorothy Fox Davies

Fashion Director

Hermann Loewenstein, Inc.

**R**EADY-TO-WEAR fabrics for Fall 1953 are controversial. On the one hand we have much polish and sheen, the continued zibelines, polished broadcloths, introduction of fur to wool to give a glossy look. On the other hand, the nubby dull-faced tweeds, the yarn dyes with dull, flat surfaces.

This is going to make the shoe business exciting—more exciting than it has been for many a fall. Likewise, a tanner of both smooth and suede calf will have dual channels for good business.

In past seasons, fashion has influenced the season where smooth calf was of prime importance, or influenced a strong suede season. For Fall and Winter 1953, fashion will influence the use of both textures. It will be exciting and fresh.

Black suede calf, the ever elegant and soft-textured, will be very important with the fine, black, polished calf in deep mat, medium warm or shiny broadcloths. Likewise brown suede calf in deep mat, medium warm or light cocoa tones with all the beige to brown dress and coat fabrics.

Aniline calf, referred to by a top fashion magazine as "custom leather," will play a stellar role in all types of shoes and in many colors. It will be fashion right with the smooth, mat, hard-finished fabrics, tweeds and mixtures.

## The Opera Pump

In shoes, let's face the fact that there will be many versions of the opera pump, all delicate, slim-heeled, dainty contrast trims with lacing, tiny stripping bows, studded, two textures as suede calf and smooth, treated lightly.

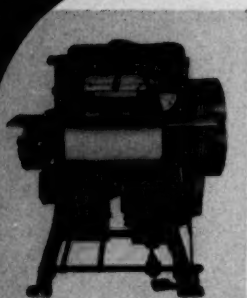
**Banded sandals:** Not so much the stripping type as wide, foot-hugging bands, comfortable and open, the sling taking on new importance for early selling. In contrast heels, watch for the continuation of patent leather.

**Colors:** much black suede as always; brown, too, in several shades. Suedes will go into extremely dressy, light looking and elegant shoes, banded and open, a swing away from the plain, black suede opera pump. Aniline calf very strong in all the wood tones: Briarwood, Redwood, Sandalwood; fur tones like nutria, and newest of all, Blonde Mink and Camel beige. All these can be used with contrast.

Smooth calf is getting easier in treatment.

Softness on the foot; increased demand from consumers will bring this comfort to the fore. Souffle Calf and Cashmere Calf, the newest in the buttery soft, almost glove-like tan-nages. Lighter toe-boxing and counters; more attention paid to comfort, lightness and softness.

The entire picture for leather and shoes in Fall and Winter 1953 is encouraging . . . many types of leathers, many types of shoes, many silhouettes.



Dual die heating system insures uniform temperature resulting in quality controlled embossing.

## FREEMAN Model LN CUTOUT and MARKING MACHINE

- ★ Medium size
- ★ Fast operating
- ★ Automatic
- ★ Perforates and marks in one operation

## ALSO AN IDEAL EMBOSSING MACHINE

Embosses a pair of moccasins in one operation.

Precision construction assures accuracy and even pressure. No handling of hot dies.

You pay no more to get all these advantages.

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**FREEMAN** CO.

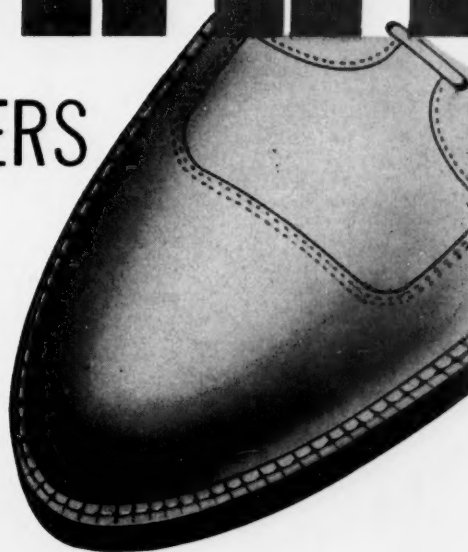
1819 Freeman Ave., Cin. 14, Ohio

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# HITEMAN

*Calf* LEATHERS



*The deep toned beauty of full grain calf . . .*

*The lustrous eye-appeal of genuine  
ANILINE finish . . .*

*The superior substance and quality of  
finest raw stock . . .*

... ALL THESE YOU GET IN HITEMAN CALF

**HITEMAN LEATHER CO., INC.**

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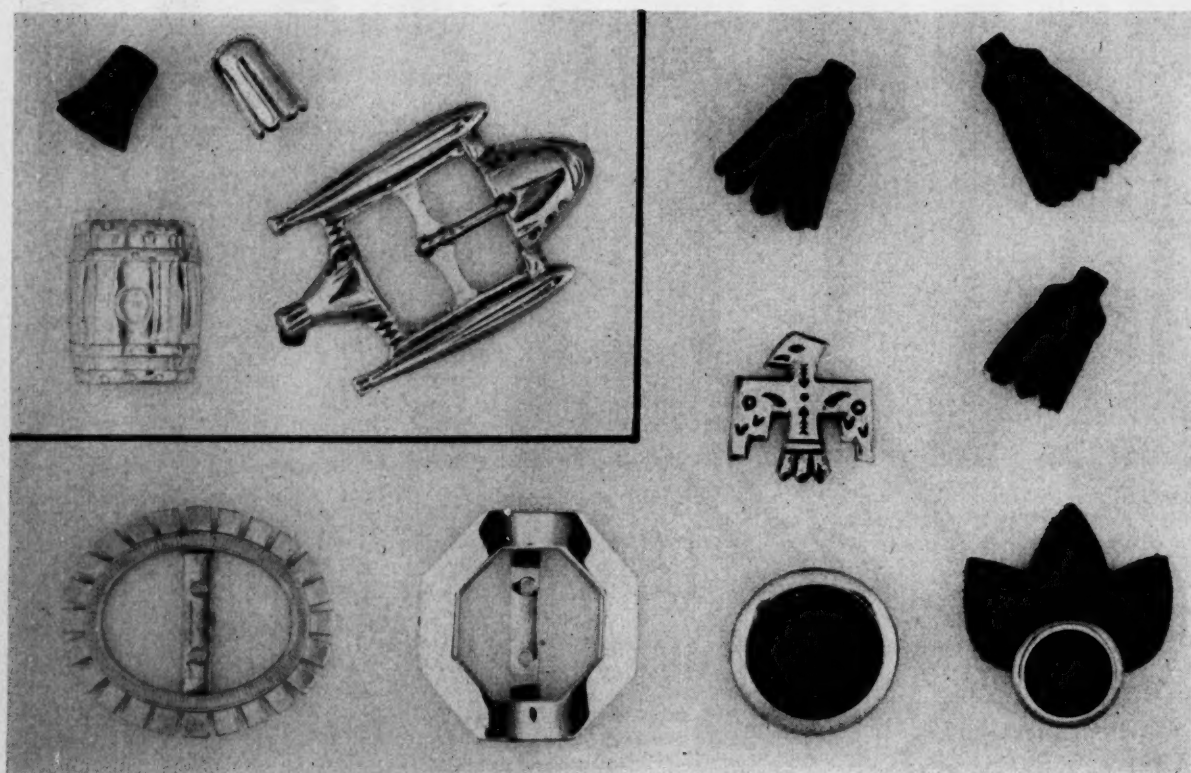
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## FLEXIBLE cut soles



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...your guarantee of  
complete satisfaction



**Mercersburg Cut Sole Company, Inc.**

MERCERSBURG PA.  
DIVISION OF LOEWENGART & COMPANY

### New Shoe Ornaments

New Fall shoe ornaments, some in combination with leather, are shown above. In the larger panel are shown three interpretations of tassels, popular in men's, women's and children's shoes, and an eagle space ornament (upper right). In this same larger panel, across the bottom, are two interpretations of the colonial buckle, and two ornaments combining leathers with metal. All ornaments in the larger panel by E. E. Weller Co. In the smaller panel (upper left) are colorful lace tips, a perky barrel ornament and space flight buckle. These by Ronci.





the Cavalier



Flexible as the foot itself in Ivory #322

*Colonial*

**VELKA\***

\*Velka is made in the tannery where every worker is a partner  
COLONIAL TANNING COMPANY, INC., BOSTON 11, MASS.



# LEATHER SHOW EXHIBITORS

## *Who will show and what will be shown*

**Acme Leather Company, Inc. (Booth 75).** Grantan Side Leather and Combo-Tan, combination tan leather made in all desired men's and women's weights. These leathers will be available in Smooth, Aniline, or Elk in Kips, Extremes, Regulars and Bends. Introducing Mel-O-Tan, which is a new line of Glove and Softee-type-Leather specializing in Bends, also available in Kip, Extreme, and

Regular in heavier weights. All lines of leather displayed in the following colors: Flight blue, admiral blue, Basque red, cherry red, lipstick red, ruby, smoked pearl, dusk, golden wheat, benedictine, canyon sand, mint, cognac brown, town brown, russet glow, walnut brown, taffy tone, tropic tan, winter white, smoke, army russet, black and white, vintage, camel, emerald.

In attendance: Harry Remis, Abraham Lerner, Al Chalek, Jefferson Bender, Moe Sokol, Nate Dworetzky, Mike Dworetzky, Bud Steiner, C. E. Hendricks—of St. Louis, Paul Gerwin—Ohio, Don Stephens and David Barkin of California and Paul Kelly of Milwaukee.

**Agoos Leather Companies, Inc. (Booth 66).** Agoos Doeskins in admiral blue, flight blue, town brown, chestnut brown, coppertone, cognac, copper lustre, maple, spicetang, camel beige, emerald, green-pepper, shadow moss, raspberry, ruby, raisin, smoked pearl, grey-smoke, moonstone.

In attendance: L. E. Rosenberg, F. J. Guilfoyle, G. D. Sart, R. Rosenthal, W. G. Murdock, S. Farkash, M. Farkash, H. Farkash, L. Farkash, J. N. Griffith, John R. H. Ward.

**Amalgamated Leather Cos. Inc. (Booth 33).** Glazed Kid, Charmooz Kid, Buckgoat, Soft Touch Kid, Softee Kid, Amalin Kid, Iridescent Kid, Genuine Reptiles, also white Glazed Kid, Ambuck and a complete line of colors on Kid Linings.

In attendance: F. J. Blatz, E. C. Bunn, William Simpson, E. B. McMullen, J. D. Speakman, J. W. Hollander, J. C. Curran, Chris Curran, Gordon Kitchen, William Heatzig, W. Merewether, Tom Dorrity, F. J. Kelley, Thomas Kelley, W. R. Kecker, Lew Haupt, E. Froehlich, George Hofmann, Sylvie Hamilton, J. P. Nadeau.

**Amdur Leather Company, Inc. (Booth 2).** Elk Sides, Specializing in White Elk—All sizes: Kips, Extremes, Regulars and Large. Chrome Splits—Chrome Fetan Splits for hard sole California type shoes and slippers and street shoes. Slipper Splits—red, copen blue, navy blue, royal blue, light blue, brown, black, green, wine, corn yellow, turquoise, pink, rust, chartreuse, buttercup yellow, grey, white, beige, fuchsia, purple, emerald green and reindeer. Workshoe Splits—black, army russet, town brown, natural. Ooze Lining Splits in waterlily, grey,

### EXHIBIT COMMITTEE

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Milton Hubschman  
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Still the Talk of the Town!

Quality Leathers by Irving Tanning Co.

Introducing **CALUX**

A luxurious leather which complements the mellowness of chrome tannage with the rich beauty of aniline finishes.

**LUXTAN**

*luxury quality combination tannage*

**UNIQUE**

*full-bodied combination side*

**IRVANA**

*supple elk and smooth*

**UNIGLOVE**

*the new soft leather*

**SPLITS OF ALL KINDS**



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*Tanners of Upper Leathers for  
more than a Quarter of a Century*

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WALDORF-ASTORIA**

**IRVING TANNING COMPANY**

134 BEACH STREET

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TANNERIES

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&  
HARTLAND, MAINE



white, color No. 21 fawn and color No. 63 light fawn. Chrome Splits for all purposes—Workgloves, Finished, Dope Skiver Grain, Hand Splits, Playsuits and Chaps, Specialty Splits.

In attendance: N. W. Amdur, S. G. Laties, A. E. Gitter, B. Alpers, C. Allen, W. Grafe, C. Kepner, K. Kepner, P. Titter, T. Dorrity, R. Miller, W. Melick, S. Liebman, G. Cumming, J. Mahler, H. Levy, K. Hirsch.

**William Amer Company (Booth 72).** Black and colored glazed kid, goat, satin-finished kid, chrome-tanned; for uppers, jackets, coats. Trade mark: King Kid.

In attendance: R. A. Riesenberger.

**American Belly Tanning Corp. (Booth 44).** Bellies: Fullgrain Lining, aniline finished linings in several shades. Colored bellies in all weights for sandal and novelties. Sides: Full grain russet lining sides, tooling sides and colored sides for small leather goods. Calf: Craftan tooling calf in russet and colors, lining calf.

In attendance: A. Dreher, M. Hadra, F. Goldmann, K. Jesselson, H. Becker, K. Fox.

**American Hide and Leather Co. (Booths 39 and 40).** Types: Mirro Calf, Rosebay Willow Calf, Princess Calf, Ooze Calf, Royal Calf, Willow Calf, Amerigrain Elk, Royal Sides, Empire Sides, Titan Sides, Softan Sides. Colors: flight blue, admiral blue, Basque red, ruby, cherry red, golden wheat, benedictine, cognac, town brown, walnut, russet glow, tropic tan, mint, emerald, vintage, russet brown, bourbon, Havana brown, American burgundy, British tan, ambertone, lariat tan.

In attendance: Carl F. Danner, Philip I. Light, Stanley M. Rowland, George C. Scott, John Bates, Clyde B. Rycroft, John E. Rowan, John H. O'Neil, Raymond E. Walker, Philip L. MacDonald, Charles Green, Willard Jordan, Otis Parker, Richard Willmes, Roy G. Julow, John W. Daggett, Harry Getzov.

**American Kid Co. Inc. (Booth 105).** Crushed Kid: White, Black, beige and blue. Suede Kid: black, white and colors. Glazed Kid: white, black and colors; multi-colors. Slipper Kid: red, blue, wine, brown, black, green, ruby, red and yellow. Lining Kid: pastel blue, pink, waterlily, grey, beige; waterproofed black and brown. Smooth Capeskins:

"Amicafe" in blue, red, wine, black, brown, green, pastel blue, pink and a variety of other colors. Lamb Linings: waterproofed black, brown, waterlily and other colors.

In attendance: Michael Gruskin, Herbert Gruskin, Robert S. Berman, J. Rushforth Garside, Victor W. Heartel, George Madonna, Ray Larkin, Fred C. Wagner, Louis Halle, Henry Halle, Otto Hasse.

**Carl Antholz, Inc. (Booth 92).** A complete line of Reptilian Leathers in current colors. Also, Ostrich Skins.

In attendance: Carl Antholz, John Connolly, Kurt Beir, Robert P. Eberlein.

**Armour Leather Company (Booth 85).** Maison full grain Kip—Combination Tannage. Bokide full grain Kip—Chrome Tannage. Cosa-line corrected—Combination aniline. Cossack corrected—Combination. Ivory corrected—Chrome smooth. Skeet corrected—Chrome boarded. Embossed Grains, Shebeau suede splits and Ooze lining splits.

In attendance: C. L. Heselton, F. R. Lemp, J. Hungler, J. F. Daley, G. Ek-lund.

**Peter Baran & Sons, Inc. (Booth 31).** Genuine Alligator Leather in the latest Fall Shades.

In attendance: V. P. Baran, M. L. Baran, V. E. Krossa, S. S. Cohen, S. G. Mihalik, W. E. Kelley, E. M. Salomon, A. Dietrich.

**Barnet Bros. Leather Co. Inc. (Booth 12).** Whipsnakes, Cobras, Chourie Snakes, Ermine Snakes, Boa Snakes, Ampalaguas, Alligator Lizards, Agra Lizards, Calcutta Lizards, Bengal Lizards, Ring Lizards, Alligators, Ostrich Leather—In all Fall colors.

In attendance: Ralph Rosenber, Fred Blumenthal, Sam Denker, Fred Lyons (St. Louis), Leo Byette (Montreal), Paul Bernard (Boston), Wm. Grafe (Cincinnati), R. V. Stafford (Toronto).

**Barrett & Company, Inc. (Booth 29).** HM PLM and LM Llama, HM and LM Lasticalf, H Hyland Grain, H Scotch Grain, H Clydesdale Grain, H Edinburgh Grain, H & HM Alpine, H Braemoor, H Angus, H Londonderry in all current and official colors for Fall 1953.

In attendance: I. E. Vitkin, George J. Gutjahr, Fred A. Lyons, Irwin C. Wehmeyer, Hunter L. Barrett, George E. Poh.

**Beadenkopf Leather Company (Booth 101).** Women's colors for Fall and Winter, 1953. Flight blue (Smooth), admiral blue (Smooth, Suede), Basque red (Smooth, Kid), cherry red (Smooth), cognac (Smooth), town brown (Smooth—Kid and Suede), tropic tan (Smooth). Linings and Slipper Kid in all popular shades.

In attendance: H. K. Dugdale, J. B. S. Holmes, Biron & Cahn, Walter N. Schafstall, Joseph W. Hall, Herbert Galpert.

**Besse, Osborn & Odell, Inc. (Booth 16).** Lambskins in all standard colors for Quarter Linings in Ladies' Shoes. Lambskins in special colors for Sock Linings for Ladies' Shoes. Natural Calfine for Shoe Linings and Boot Linings. Heel pad leather for Military use. Hat Sweat Band leathers. Lambskins in colors and saddle finishes for novelty use. Natural Calfine for Polishing Wheels and other industrial uses.

In attendance: Mildred F. Besse, Joan C. Besse, George A. Treat, Henry F. Bufalino, Frank H. Reed.

**Blanchard Bro. & Lane (Booth 46).** Upholstery Leather, Flexible Splits and Shoe Linings.

In attendance: S. B. Gay, G. J. Belzel, Jack Koeniger, Don Jones, Gerard Winant, C. C. Gunterberg.

**Ephraim Braude Leather Corp. (Booth 102).** Kips, Extremes, Sides and Smooth and Elk. Patent Sides in black. Smooth and Elk in admiral blue, Basque red, ruby red, cherry red, golden wheat, benedictine, cognac brown, town brown, russet glow, taffytone, tropic tan, mint green, emerald green, vintage, army russet, smoke, cherrytone, ambertone, redwood brown, black, white, cinnamon, wine, yellow.

In attendance: William H. O'Connor, Eugene Farrell, Roy Frank, Vogel H. Helmholz, Joseph Aylor, Howard Waller, Max Waller, Paul Mont, Stephen E. Braude.

**Carr Leather Company (Booth 8).** Suede Calf in maple, black, admiral blue, town brown, misty gray, slate gray, Basque red, golden wheat, desert copper, cognac, emerald, mint, flight blue, spice tang, dusk, smoked pearl, chestnut brown, camelton, camel beige, ruby. Carrbuck in black, admiral blue, town brown, slate gray, desert copper, emerald, prairie brown, flight blue, spicetang, beaver, chestnut brown, camelton. Smooth Calf in flight blue, Basque red, russet glow, taffytone, town brown and black.



**ANNOUNCING**

# Polo Calf

**a clear, glowing  
aniline-finished calfskin  
for men's high quality shoes**

This definitely different, handsome new leather by A. C. Lawrence will be welcomed by men of good taste everywhere.

Lawrence uses *translucent* aniline finishes to enhance the original fine appearance of selected skins — the grain shows clearly, with no pigments to cover it.

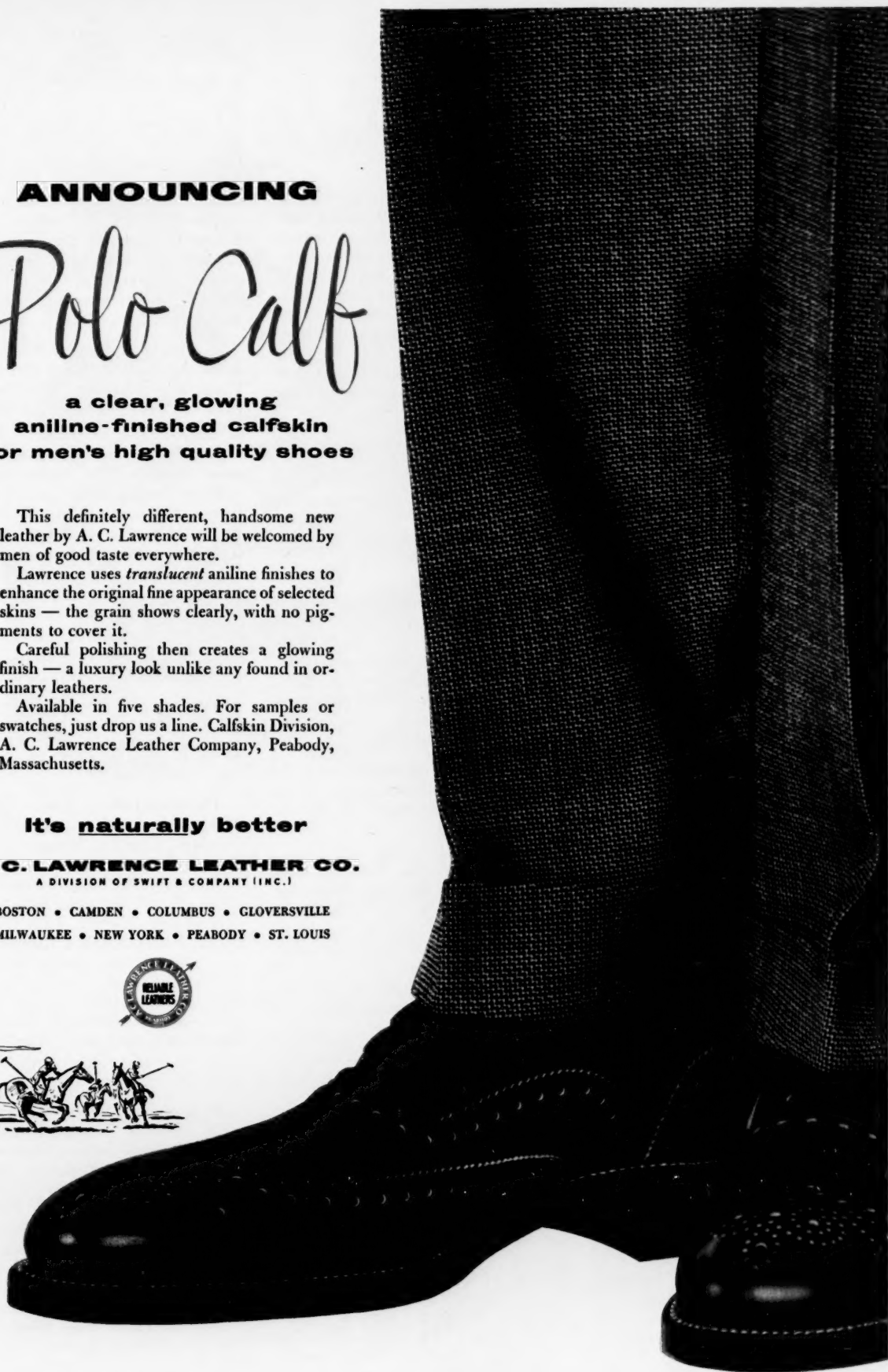
Careful polishing then creates a glowing finish — a luxury look unlike any found in ordinary leathers.

Available in five shades. For samples or swatches, just drop us a line. Calfskin Division, A. C. Lawrence Leather Company, Peabody, Massachusetts.

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A DIVISION OF SWIFT & COMPANY (INC.)

BOSTON • CAMDEN • COLUMBUS • GLOVERSVILLE  
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In attendance: Felix Carr, Arthur J. Carr, James Burns, Maurice E. Carr, Jr., Leo Hamel and Emmett Keenan.

**Colonial Tanning Company, Inc. (Booth 58).** Patent Leather: flight blue, admiral blue, Basque red, ruby, cherry red, smoked pearl, golden wheat, benedictine, maple, cognac, town brown, walnut, russet glow, tropic tan, mint, black, white, emerald, taffytone, gunmetal, bronze, copper. Velka (Elk) Side Leather: white, black, canyon sand, smoke, smoked pearl, dusk grey, camel beige, golden wheat, natural saddle, benedictine, taffytone, russet-glo, Basque red, cherry red, coronation red, flight blue, admiral blue, mint green, green pepper, emerald green, old port, tropic tan, cognac, cherrytone, brandy spice, vintage, patina brown, russet brown, town brown, turftan. Colotan (Smooth Sides): flight blue, white, black, Basque red, ruby, cherry red, smoked pearl, dusk, golden wheat, admiral blue, benedictine, maple, cognac, town brown, walnut, russet glow, taffytone, tropic tan, camel beige, mint green, vintage, emerald, cherrytone, sandalwood. Suede Splits: black, town brown, navy blue, spicetang, violet, grey, Basque red, green, admiral blue. Workshoe: black and army russet. Finished Splits: Basque red, admiral blue, pepper green. Sole splits: natural sole, finished insole, pearl sole. Fynap (Ooze) Lining Splits: grey, waterlily, pink, beige, blue, green. Duradoe (Slipper Splits) reindeer, red, green, fawn, brown, blue, army russet, black, corn. Gusset Splits: black, army russet, natural. Silka Suede Calf: Featuring the entire list of adopted colors for the Men's and Women's trade, as approved by the Tanners' Council.

In attendance: Kivie Kaplan, Archie Kaplan, Joseph Kaplan, John Mercon, Henry Sleeper, Samuel Davis, George Silva, Abraham Cohen, Paul Gonneville, Samuel Rubin, Harry Goldberg, Carl Ganter, Joseph Doherty, William Bond, Charles Wiseberg, Herbert Rote, Carmine Nazzaro, Edward Goldfarb, Jim Leach and Charles Heckel (Leach-Heckel Leather Company) Walter Cost (W. D. Cost & Company). Irving J. Fife, Phil Fife, Martin Fife, Joseph Fife, Marvin German, Aaron Zuckerman (Irving J. Fife & Company). Joseph Hess and Raoul Leullier of Canadian Leather Co. Ltd. Harold Finen (J. Harold Finen Leather Co.). Ervin C. Manske,

Sr., Ervin C. Manske, Jr., and James Butler (Ervin C. Manske & Co.). Norman Nelson, A. E. Perry, Mike Stiles, Peter Stiles, Robert Stiles (R. L. Stiles & Co.). Irwin Wehmeyer, Gustave Sokol and Saul Levine (Colonial Milwaukee Office).

**Crestbrand Leather Company (Booth 9).** Men's & Women's Alligator and Lizard grains in laquer and Ecrase finishes on Calf and Kip Sides, available in a full range of colors. Men's Brushed Leathers in admiral blue, flight blue, chestnut brown, slate grey, prairie brown. Women's Suede Splits in black, flight blue, admiral blue, town brown, spicetang, smoked pearl, chestnut brown. Ooze Lining Splits.

In attendance: Thomas Cosgrove, Richard Brian, Philip F. Brian, S. Farkash, Inc.; Allen Leather Co. of St. Louis; Walter J. Meyer of Cincinnati; Walter E. Hardtke of Milwaukee; Chase Kepner of Pennsylvania.

**Donnell & Mudge, Inc. (Booth 54).** Reverse Sheep & Lamb Leather for Shoe Linings. Cape Leathers in white and colors. Mirakrome Lamb Shoe Linings. Mary's Lambskins for Shoe Linings. Smooth and Embossed Sheep and Lamb for the Leather Goods Trade. Aniline Saddle Lambs.

In attendance: H. P. Mudge, J. C. Romeos, R. A. Riesenberger, F. A. McDonald, Sol Leventer, J. W. Kemp, A. A. Wakeford.

**F. C. Donovan, Inc. (Booth 93).** Domoc in all Fall shades for Men's, Women's and Children's Shoes. Navonod Linings for high-grade Men's Shoes. Doval for upper leather and linings. Sofshoe in all Fall shades. Sofgrain in all Fall shades. Twintan (Chrome Retan) in all Fall shades.

In attendance: F. C. Donovan, Jr., C. T. Donovan, C. R. Cavanagh, R. E. Wright, Paul R. Donovan, H. B. Avery, H. B. Avery, Jr., I. C. Wehmeyer.

**Dreher Leather Mfg. Corp. (Booth 43).** Randak Gold & Silver Kid, Cabrettas, Skivers, Mille Fleur & Stardust Kid. Randak genuine Alligators, all colors. Randak genuine South African Ostrich, all colors. Randak Sport Pig for shoes, novelty pigskin, all colors. Randak Cobras in all shades. Randak Bashira Lizards, black/white Java Ring Lizards. Lacing Goatskins. Lining Kid.

In attendance: A. Dreher, F. Goldmann, K. E. Jesselson, H. Becker, K. Fox, H. Larris.

**Eagle-Flagg Tanning Corp. (Booth 100).** Smooth Side Leather for all kinds of shoes; Men's, Women's and Children's, for dress,occasins, leisure and sport shoes. In various substances, aniline, semi-aniline and pigment finishes, in regular and soft tannages. All items in shades according to the Tanners' Council color standards for Fall and Winter, 1953.

In attendance: Lothar Adler, Fred Adler, Kenneth S. Flagg, Richard B. Flagg, Walter Kramer, John Thomas, Fred C. Atkinson, George J. Eberle.

**Eagle Ottawa Leather Company (Booth 77).** A wide range of colors in the following types: Merican Grains, Full Grain Prints. Wolverine Print, Corrected Grain Prints. Roamer, Combination tanned Side Upper. Haven, Full Chrome Smooth Side Upper. Elk. Turftoe Tipping. Correctan Grain Linings. Vegetan Split Linings.

In attendance: J. B. Hatton, Jr., Leonard Schaden, Milton E. Burr, George E. O'Brien, M. J. Lenobel, Dennis Shea, Wm. A. Rushworth, Daniel L. Daniels, J. C. Hempel, Jr., M. P. Brazill, Jr., G. T. Leavitt.

**Fleming-Joffe, Ltd. (Booth 104).** Genuine Reptiles: Alligators, Oriental Lizards, Bengal Lizards, Calcutta Lizards, Chameleon Lizards, Cobra, Chouri, Siam, Diamond Pythons, Royal Pythons, Boa Snakes, Ampalaguas, Karung, Back Cut Oriental Lizards, Alligator Lizards. Colors: admiral blue, Basque red, ruby, cherry red, golden wheat, benedictine, cognac, town brown, russet glow, spicetang, emerald, French tan, desert sand, blue grey, Metallic Finishes on Snake Skins. Several promotional colors.

In attendance: Morris Joffe, Malcolm Fleming, Walter Ziegler, Al Terry, Howard Geiger, Raphael Rudansky, Arthar Edelman, Herbert Ochs, Oscar Beck, Gloversville. W. P. Erhart, St. Louis, A. W. Peterson, St. Louis. John G. Freeman, Milwaukee. John Metz and Jack Metz, Boston. George W. Newman, Jr., and Thomas Newman, Cincinnati. Clarence Roney, San Francisco. Lou Frost, Montreal. John Mahler, Dallas. Miss Dorothy Adams, New York.

(Continued on Page 109)



Gay or subdued, new or familiar — Mr. Cobbleright has the colors you want in Smooths and Elks for fast-selling men's, women's and children's shoes. Be sure, also, to see our new specialty leathers for casual footwear:

"SHAG" for the "Nubby Touch" in casuals

"BUTTER-SOFT" for leisure footwear

"OSO-SOFT" for those "glove" shoes

"BUK-WHITE" for white shoes



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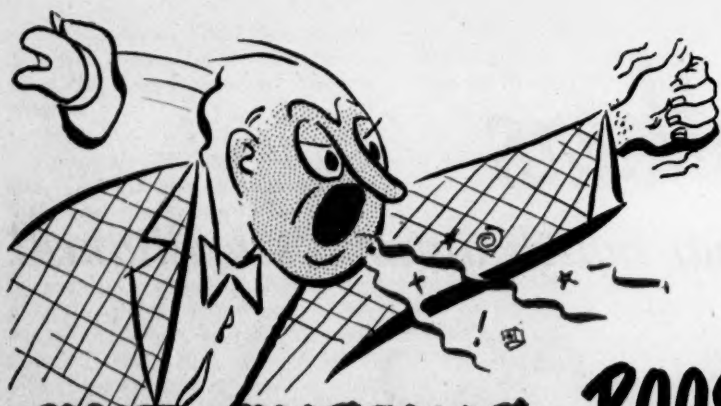
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Representatives in All the  
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February 21, 1953

LEATHER and SHOES

49



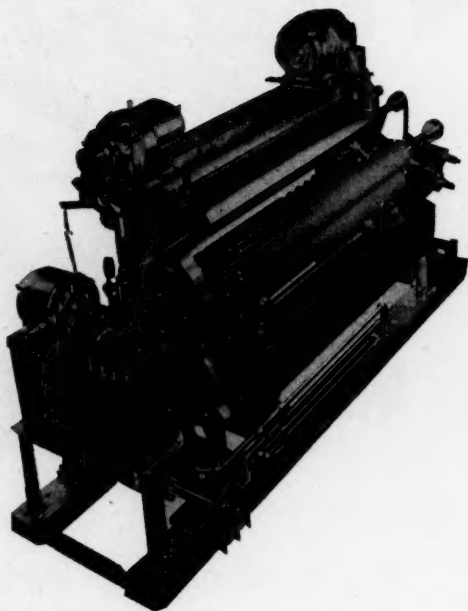
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GET the blue out of the air and the red out of production costs. Install the Stehling Hydraulic Double Roll Setting Out Machine and get a perfect job on both heavy upper sides as well as light leathers—and get a double setting out action in one operation.

With the Stehling, the lower rubber roll opens or spreads the leather while the upper rubber roll lays down the grain—smooth, fast, cussless operation that boosts production and cuts costs.

With the Stehling, you have a 7½ inch opening; heavier, more durable construction; heavier ball bearings; minimum working parts; minimum maintenance.

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## Allied Shoe Products Show —

# SUPPLIERS LOOK TO WHOLESOME 1953

*Demand holds well with anticipated 500-million-pair year ahead*

**F**OR the second straight season the Allied Shoe Products Show, to be held March 1-4 at the Belmont-Plaza Hotel, New York, will be taking place in an environment of optimism and wholesome business outlook. Last fall, with shoe supply firms doing a humming business, everywhere the anxious question was being asked, "How long will it last?"

The question is now answered—for a while, at least. Suppliers at the Allied Show are prepared for another active season. And, ironically, few people are asking, How long will it last? The reason is simple. It looks like another good year for shoe business.

In the latter months of 1952, with most factories producing at high levels, there was much talk that the industry was overproducing, and that 1953 shoe output would certainly suffer to the degree that 1952 output was in excess of retail sales. Shoe production for 1952 was finally tabulated at 506,000,000 pairs, third highest year in the industry.

### Over Production Or Not

Was this "overproduction"? Surprise came to many shoe men with the announced estimate of 1952 retail shoe sales, as given by the Tanners' Council. This figure was set at 493,000,000 pairs. Thus, the difference between 1952 production and retail sales was only 13,000,000 pairs. This differential is *lower* than usual or "normal." It is possible, therefore, that there may have been a little underproduction.

For example, it is well known that retail shoe inventories around the third quarter of 1952 were very low. Retailers, still balm-ing the burns of their overbuying in 1951, plus the slump in consumer buying in the same year, were overcautious in their buying plans. Many were operating with skeletal inventories, willing to sacrifice sales rather than face another inventory glut which all feared.

Everyone is familiar with what happened in late summer of '52 —

when consumers opened purse strings to buy shoes, and shoe retailers, caught with their stocks down, rushed to market to buy, only to learn that shoe manufacturers couldn't promise deliveries on time. From August forward, the shoe industry was surpassing production of corresponding months of the previous year by whopping increases of 15-20 percent.

Retailers were buying for inventory as well as consumer sale. However, consumer sales were moving at such a good clip that there was little chance for inventories to build up. Unit retail shoe sales amounted to an estimated 5-7 percent over 1951, though dollar sales (due to the lower prices of 1952) showed only a slight increase.

When the October-November shoe shows rolled around, retailers, liquid cash in hand, came to market and bought wholesomely—something that hadn't occurred for several seasons. They bought because they needed shoes for inventory; and because they were determined not to get caught by late deliveries again; and most of all because they had full confidence in a good spring shoe season.

### Most Significant

But most significant of all is, we believe, this. With retail shoe sales moving at a good clip, and retailers buying wholesomely but not in any excess, *there was no chance to build inventories to full level.* The significance is that this situation still exists to a fair degree.

Now, what does it mean? Retail shoe sales continue to move along well—normal or slightly above normal levels for this time of year. With there being every chance of a fine spring selling season for shoe retailers, it indicates continuation of good "buying mood" in the retail mind. That is, a good supply of liquid cash to buy, plus the *need* for shoes both for consumer sale and for inventory.

Even if retail shoe sales stay at just normal levels, buying by retailers

should still be wholesome because of the need to build inventories. Contrary to the fears or anxieties that were voiced by the industry in late '52 about "excess buying" and overstocked inventories by retailers, it just hasn't come to pass.

The conclusion? The continuing need for shoes by retailers spells another healthy production year ahead. Most authorities are fixing the 1952 shoe output figure at around 490-495 million pairs. This would make 1953 about the fourth or fifth highest shoe output year on record. Julius Schnitzer, head of the leather division of the National Production Authority under the Commerce Department, was perhaps the only industry authority who in 1952, when the industry was in the doldrums and slumped, "predicted" that we would produce 500 million pairs or better in 1952 (we hit 506 million). He now states that 1953 will likely be another 500-million-pair year, or very close to it.

### Predictions Strong

Such "predictions" have gotten off to a good start. For example, January shoe output (as estimated by the Tanners' Council) has been set at 43,500,000 pairs, a 5.3 percent increase over the same month of 1952, when output was 41,300,000 pairs. However, of this 43.5 million pairs, some 2,500,000 are beyond estimated consumer sales or consumption. This is a clear indication, as suggested earlier here, that retailers are buying stock for needed inventory refueling, a process that will continue for a while yet.

Now, it is possible that many shoe men, in attempting to "forecast" shoe production and sales for 1953, may be overlooking a very important factor: "The New in Shoes" program. This program, designed to sell more shoes during the spring and fall seasonal openings by virtue of a vast nation-wide publicity effort, has to date had an overwhelmingly favorable response from the industry. A

*(Concluded on Page 130)*

# Exhibitors At The ALLIED SHOE PRODUCTS AND STYLE SHOW

*Hotel Belmont Plaza, New York City, March 1-4*

**Adhesive Products Corp.**  
New York, N. Y.

Room number: Moderne—15

**Advance Silk Thread Corp.**  
New York, N. Y.

Room number: Moderne—11

On display: Silk and nylon threads.

Representatives: J. M. Philips, Murray Lee.

**Allied-City Wide, Inc.**  
New York, N. Y.

Room number: 916

On display: Platform materials: cork, cork and board; sponge rubber; foam rubber; die cut-out paper; felt.

Representatives: Ray and Asher Salwen, Jack Feldstein, Phil Catalano.

**American Blitrife Rubber Co.**  
Chelsea, Mass.

Room number: Blue Room—A

On display: Crepe rubber; heels; soles.

**American Cork Specialties**  
Brooklyn, N. Y.

Room number: 1023

**American Shoemaking**  
Boston, Mass.

Room number: 938

**American Stay Co.**  
Malden, Mass.

Room number: 1028

On display: Shoe trimmings.

Representatives: Bert F. Glass, E. B. Luitwieler.

**Andrews, Alderfer Co.**  
Akron, Ohio

Room number: Moderne—4

On display: Latex foam; fabric integrations; and new "Andal 32" foam cushion shoe lining.

Representative: G. W. Williams.

**Armstrong Cork Co.**  
Lancaster, Pa.

Room number: 904

On display: Platform materials: cork composition and cork and rubber; cushion cork foam; cork bottom filler; cushion cork.

Representatives: C. T. Potts, P. S. Bowden, H. R. Ensor, P. J. Schnitzer, F. R. Trenor, T. H. Fiebitner, D. A. Coms, Jr.

**George J. Atchue**  
New York, N. Y.

Room number: 1023

On display: Shoe chemicals and adhesives; cork, paper, and composition platforms; molded quarters, counters; fibre and leather heels.

Representatives: George and Ralph Atchue, William Herlihy, William Irving, Reggie Perry.

**Athol Mfg. Co.**  
Athol, Mass.

Room number: 1404

On display: Terson vinyl, Terek pyroxylin coated fabrics.

Representatives: F. L. Ford, R. M. Tyler, C. W. Evans, V. B. Mitchell, H. I. Earl.

**Atlantic Heel Co., Inc.**  
Chelsea, Mass.

Room number: 1438

On display: Leather and combination heels; finished heels; innersole and platform strips; fibre wedges; and new twin barrel finished heels; cushioned innersoles.

Representatives: Al and Irving Keiter, Joe Gorman.

**Ayrlyte Corp.**  
New York, N. Y.

Room number: 1022

On display: Ayrlyte flexible Goodyear welt insoles and insole processes No. 2 and No. 5; and new Ayrlyte No. 9 stuck-on process.

Representatives: C. G. Keferstein, Fred L. Ayers, J. R. Garside.

**Barré Binding Co.**  
Brooklyn, N. Y.

Room number: 1141

On display: Bindings, pipings.

**Ben-Berk Fashion Creators**  
New York, N. Y.

Room number: 1012-1014

On display: Shoe pullover models and designs.

Representative: Harry Berk.

**Henry S. Blackwood**  
Forest Hills, N. Y.

Room number: 1105

On display: Eyelets; buckles; ornaments; thread.

**Bond-Rite Combining Co., Inc.**  
Stoughton, Mass.

Room number: 1426

On display: U. S. Rubber Naugahyde vinyl coated fabrics; sueded nonslips.

Representatives: Edward C. Bock, Eli Nagen, Jas. Dokton.

**Boot & Shoe Recorder**  
New York, N. Y.

Room number: 17-D

**Borg Fabric Div., Geo. W. Borg Co.**  
Delavan, Wisc.

Room number: Oak Room, Parlor C

On display: Liner fabrics for slippers, casual shoes and boots in nylon, orlon and dacron. Collar and cuff material for casual shoes and boots in vicara-dynel, dynel and acrilan. Also, new liner fabrics in new dacron and orlon and new collar and trim fabrics in 100 percent dynel and acrilan.

Representatives: J. A. Burke, B. Prueher, F. Faytle.

**Boston Fabrics Corp.**  
Boston, Mass.

Room number: Moderne—8

**Bowcraft Co., Inc.**  
New York, N. Y.

Room numbers: 912-914

On display: Buttons; braids; bows; trimmings; novelties.

Representatives: Sol and Jack Kowal, H. Bunin, S. Trusten.

**Bristol Fabrics Co.**  
Boston, Mass.

Room number: Moderne-Foyer

On display: Maxecon shoe soling; Horoseal upper material; and new "Andal" Mello-Foam; nylon mesh; chlorophyll linings.

Representatives: M. P. Lash, F. W. Weber, M. Starensen, Sidney Doerner, Dan McBride.

**Bristol Rubber Co.**

Room number: Moderne—Foyer

(Continued on Page 54)



### **GENUINE SHELL CORDOVAN BUTTS**

Imitated but never equalled. The outstanding aniline leather—soft for comfort, long wearing, lasting beauty. "Horween Cordovan" is specified by leading manufacturers and retailers.

### **SIDE LEATHERS**

*Finest Quality Grains* — "GLENGARRY" and CORRECTED

Beautiful finish, rich appearance, and unusual wearing qualities. High grade leather for high grade footwear.

### **"CHROMEXCEL" RETAN AND WATERPROOF**

VEGETABLE CALF — "It's timber-tanned"

### **ATHLETIC GOODS LEATHERS**

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26 FERRY ST.  
BOSTON, 11  
KAYE & BARNES, INC.  
93 SOUTH ST.



## ALLIED SHOW EXHIBITORS

(Continued from Page 52)

### **Brookside Mfg., Inc.** **Boston, Mass.**

Room number: 939  
On display: Brooksuede; Brookleather; coated sock-lining papers; No. 9 vinyl Staso; Staso stainless insole binding; and new vinyl socklining.  
Representatives: Harold Cohen, Dave Shapiro.

### **Brown Co.** **Boston, Mass.**

Room number: 1428  
On display: Onco innersoles.  
Representatives: K. Page, V. J. Dacier, C. F. Brown, F. Leary, John Gresham.

### **A. S. Burg Co.** **Boston, Mass.**

Room number: 1531-5  
On display: Shoe fabrics and linings.  
Representatives: A. S. Burg, Barney Kane, Lou Cohen, Ted Porosky.

### **The Canada Last Co., Ltd.** **Preston, Ont., Canada**

Room number: 1436  
On display: Lasts.  
Representatives: Chas. M. and J. Arnold Iredal, J. Ross, H. T. Hartshorn.

### **Churchill Mfg. Co., Inc.** **Lowell, Mass.**

Room number: Moderne Ballroom (Booth 17)  
On display: Nosnip French cord binding.  
Representatives: Wm. E. Lavery, Jr., C. W. Churchill, Jr.

### **Clemtex Mfg. Co., Inc.** **Boston, Mass.**

Room number: 920  
On display: Linings; backing cloths; fabrics; bindings; quarterlinings.

### **Columbia Combining Co.** **Brooklyn, N. Y.**

Room number: 1112  
On display: Backing cloth; plumpers, etc.

### **Consolidated Rubber & Plastics Co.** **East Boston, Mass.**

Room number: 1129  
On display: Composition soling material; platform material; clicker pads.  
Representatives: Leo Bakalar, Leo Translatour, Morris Shaffer, Raymond C. Crawford.

### **Cooney-Weiss Fabric Corp.** **Boston, Mass.**

Room number: 1140  
On display: Rayette, vinyl coated socklinings; vinyl and pyroxylin coated fabrics; coated fabrics.  
Representatives: L. Leinwand, A. E. Cope, J. J. Cooney, M. Weiss, B. Adler, T. Newman.

### **Corman Leather Co., Inc.** **Chelsea, Mass.**

Room number: 1438

On display: Leather, fibre counters; fibre tucks; leather dutchman.  
Representatives: Joe Corman, Al Keiter, Irv Keiter.

### **I. L. Cracovener**

Room number: 1007

### **Daniels Mfg. Co.** **Brooklyn, N. Y.**

Room number: 929  
On display: Ornaments; nailheads, rhinestone, flocking, screening, heading, bows, pearls, etc. and new Shoe Magic.  
Representatives: Ben Zaret, Sidney Wolin.

### **Davidson Rubber Co.** **Charlestown, Mass.**

Room number: 1024  
On display: Cush-N-Fit sponge rubber sheets and pads.  
Representative: Russell M. Little.

### **Davis Box Toe Co., Inc.** **Wappingers Falls, N. Y.**

Room number: Oak Room B  
On display: Platform materials: shanks; fibre counters; new solvent-type box toe in four weights for children's, women's, men's and boys' shoes.  
Representatives: Harry and Michael Karet, M. K. Musnick, J. Schneider, V. Heartel, J. Hall, H. Finen, H. R. Garside.

### **Delco Rubber Corp.** **Milbury, Mass.**

Room number: 1123  
On display: Quarter, sock, shoe, linings; sueded quarterlinings; plumper.  
Representatives: E. J. DeLuca, F. Mersky, L. Harris, A. Marder.

### **Dellinger Sales Co.** **Reading, Pa.**

Room number: Oak Room C  
On display: Goodyear airfoam shoe products.  
Representatives: Gene Dellinger, R. Cassel, H. Moore, G. Usner.

### **Dewey & Almy Chemical Co.** **Cambridge, Mass.**

Room number: Blue Room—Section A  
On display: Darex insoles; stitchdown welting; prewelt welting; heel pad; socklining; plumpers; heel seat material; adhesives.  
Representatives: A. J. Schneider, William Mott, George Curran, Charles Clark, Gordon Steele, Vernon Giles, Robert Lindgren.

### **Domestic Novelty Co.** **Newark, N. J.**

Room numbers: 1006 and 1020  
On display: Shoe buckles; ornaments.  
Representatives: H. Whitehouse, A. Abrams, O. Alterson, E. J. Kent.

### **L. Drexage & Co.** **New York, N. Y.**

Room numbers: Suites 845-846 and 17A  
On display: Leathlyke; Simpson's Foam Krepe; sponge rubber; blown foam; Neoprene crepe; soling materials.  
Representative: Elliot E. Simpson.

### **Eastern Braid Co.**

Room number: 1107

### **J. Einstein, Inc.** **New York, N. Y.**

Room numbers: 1033-1034  
On display: Shoe fabrics.  
Representatives: All territorial representatives.

### **East New Products, Inc.**

Room number: 1040

### **Elfskin Corp.** **Worcester, Mass.**

Room number: 1038  
On display: Vinyl quarterlining and socklining.  
Representatives: Melvin Sawyer, Harold Levine.

### **Elkins-Ewall Co.**

Room number: Oak Room C  
On display: Goodyear "Airfoam."

### **Bea Evan Shoe Styles** **New York, N. Y.**

Room number: 1100  
On display: Fall shoe styles.  
Representative: Bea Evan.

### **Far Eastern Fabrics** **New York, N. Y.**

Room number: 941  
On display: Imported fabrics.  
Representatives: Mrs. Annamay Quigley, Charles M. Kunzman.

### **Federal Leather Co.** **Bellefonte, N. J.**

Room number: 1445-1446  
On display: Coated materials.  
Representatives: Henry and Maury Goluo.

### **Felch-Anderson Co.** **Providence, R. I.**

Room number: 1002  
On display: Shoe buckles and ornaments.  
Representatives: Carmen S. Flech, Irving Zamcheck.

### **Fells Mfg. Co.** **Allston, Mass.**

Room number: 902  
On display: Innersoling; socklining; plumper stock.  
Representatives: Frank Deastlov, Hy Feldman, Dave Harrison.

### **Firestone "Foamex"**

Room number: 1040

### **Flex-Tex Combining Co.** **Chelsea, Mass.**

Room number: 1402  
On display: Combining shoe fabrics; suedes; skins.  
Representatives: Simon Butman, Henry Golden.

(Continued on Page 131)



# Brown Company Salutes **KLEVWAY PROCESS**

## —A New Money-Saving Step in Shoemaking

### Featuring **ONCO®**

**THE KLEVWAY PROCESS** represents the most revolutionary basic process that has been developed and introduced to the Shoe Industry within the past twenty years.

Introduced by North American Process, Inc., this new method means many big savings and important advantages for manufacturers and is adaptable to all types of footwear with only minor adjustments in the manufacturing process.

- **Savings on materials**—higher cutting yield on both leather and linings.
- **Savings on labor**—maximum production with a minimum of handling by operators. Due to the precision of the process itself, unskilled labor can be easily trained.
- **Additional cost savings**—further savings on machines and machine parts, power, quality supervision, floor space.

**ONCO WAS CHOSEN** and used exclusively in the development of the Klevway Process because only in ONCO were found exactly the *right* qualities—

- **Maximum bonding strength**—ONCO's strong, internal ply strength insures maximum bonding.
- **Absolute uniformity**—ONCO is made in precision fashion and every innersole is exactly alike in quality, thickness and texture.
- **Full flexibility**—ONCO, by means of a controlled process, retains its flexibility under all conditions and will not harden, crack, curl, swell or shrink.
- **Strong ONCO rib**—ONCO Innersoles and Rib Base are made with Solka, a unique and highly purified cellulose fibre, produced only by Brown Company, which assures greater strength and longer wear.

Learn about Klevway Process and its use of ONCO, Room 1428, Belmont Plaza Hotel, New York, Allied Shoe Products and Style Exhibit, March 1st—4th. Or write Brown Company, 150 Causeway St., Boston 14, Massachusetts, Dept. CH2.

#### HERE'S HOW THE KLEVWAY PROCESS WORKS:



ONCO Insole with Special  
ONCO Rib attached.



Fitted upper with ONCO Insole  
attached before slip-lasting.



Upper completely attached to  
ONCO Rib after slip-lasting.



Lasted shoe.



Finished shoe.



# BASICITY IN CHROME TANNING

*A procedure that has paid off in lower costs and higher speed*

By C. David Wilson

Fred Rueping Leather Co.

THERE are several general concepts among tanners concerning the effects of chrome tanning liquor basicity on both the esthetic and the chemical qualities of leather. The results the tanner may obtain from any large or small scale experiments involving basicities are usually confusing and, in many cases, misleading. An industry survey would disclose side leather tanners swearing by chrome liquor basicities ranging from 30 percent to 50 percent. Is there any correct basicity for chrome tanning side leather? We will all agree that other process variables must be balanced to meet the demands of any specific liquor basicity. Most experimentation with basicity is confounded with hide variations in such a way that there is great possibility of reaching biased conclusions through accidents of hide variations. For this reason we have designed a unique method of evaluating small scale tests in a manner borrowed from the statistical biologists.

## Formate-Chrome Leather

The scope of this work is necessarily limited and any extrapolations of the conclusions must be made with caution. Specifically, the leather involved here is a formate-chrome leather with only slight vegetable mordant. It is acid dyed as a natural bottom and fatliquored to a medium mellow temper. The leather is conditioned, damp-staked, buffed, boarded and finished with pigment finishes.

Generally, this study is designed to answer three specific questions:

1) What are the effects of varying the "normal" basicity of the chrome tanning liquor?

2) What are the effects of varying the "adjusted" basicity?

3) Does it matter whether a given basicity is created by balancing the reduction variables or by later adjustment at room temperature with caustic or sulfuric acid?

To reduce the experimental variables, it was necessary to make an important qualification—the fact that in every case an attempt was made to neutralize the leather to the same level of pH immediately after tanning.

The experimental work involved several steps. First, the preparation of the tanning liquors involved considerable time and was, therefore, done well in advance of the actual experiments. There were three basicities studied. I will refer to them as Low, Medium and High.

The Medium basicity liquor is the one which is the reference point for the entire series. It is a sugar-reduced liquor of about 13.5 percent  $\text{Cr}_2\text{O}_3$  content and 43 percent ALCA Basic-

Figure 1

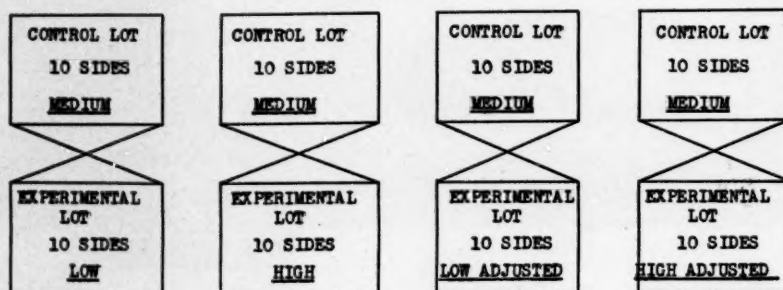
## Normal Basicity Liquors

	Before Use			After Use		
	Low	Medium	High	Low	Medium	High
% $\text{Cr}_2\text{O}_3$ .....	12.3	12.7	12.4	0.72	0.69	0.56
Overall Basicity .....	27.6	42.3	58.4	36.0	41.4	48.4
Alca Basicity .....	36.0	44.9	60.4	37.5	39.0	46.1
% Cationic .....	93.0	96.1	—	93.9	92.2	—

## Adjusted Basicity Liquors

% $\text{Cr}_2\text{O}_3$ .....	13.1	13.4	12.9	0.74	0.76	0.61
Overall Basicity .....	28.3	39.4	50.1	33.2	37.8	41.7
Alca Basicity .....	33.8	44.8	54.9	33.8	35.0	38.6
% Cationic .....	94.3	96.2	87.1	91.5	91.5	86.8

Figure 2

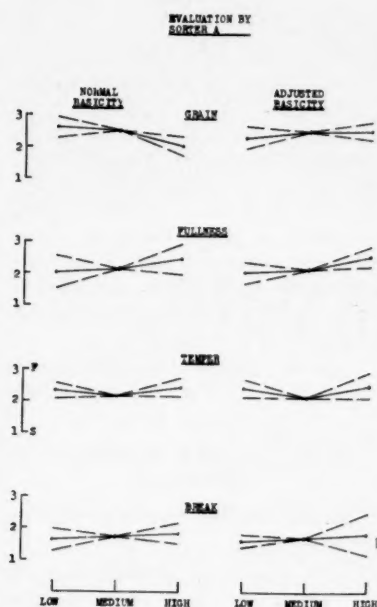


EXPERIMENTAL "CRISSCROSS" SCHEME

ity. In fact, this is Rueping Leather Company's stock tanning liquor.

The Low and High basicity liquors were each produced in half production batches (1000 gal.), simply by using calculated amounts of Sulfuric Acid in the reduction to give, it was intended, 33 percent for the low basicity liquor and 53 percent for the high. These were aged at least one week before use. These are the ones which we will refer to as the "normal" basicity liquors, since their basicities were created during reduction. The other two liquors I will refer to as the "adjusted" liquors, since they were prepared immediately prior to use by the slow addition of either Sulfuric Acid or Sodium Hydroxide to the stock medium basicity liquor. Again, the amounts of acid and caustic were calculated to give 33 percent and 53 percent, respectively.

Figure 3



The results of these preparations are shown in Figure 1, giving not only the initial analyses, but also the analyses of the waste liquors after tanning but before neutralizing. The Medium basicity liquor above and below is, of course, the same liquor (but at different times). Notice that the actual basicities were at least in the intended ranges. The overall basicities were determined by the oxalate displacement method. I might mention here that the High normal basicity liquor showed some evidence of precipitation, which, as we shall see, had a bearing on the results. Notice that the cationic portion of the chro-

mium is not greatly affected during tanning.

At this point I should like to outline the scheme by which the skins were selected for the experiment. All of the hides were chosen in the hidehouse for size and thickness so that the entire group would make leather of the same weight and size classification. Forty hides were selected and trimmed. They were then halved and each side stamped with a code which preserved its individual identity. They were then combined with a full soak pack and processed through the beamhouse in a full production vat.

After unhairing the 80 sides were segregated and divided into eight lots of 10 sides each.

The block diagram illustrated in Figure 2 is important because it is the crux of the entire design of the experiment. The eight lots are represented by blocks. Notice that there are four control lots. Each of these four lots was tanned separately with the medium basicity liquor. The cross represents the fact that for every side in an experimental lot, there is in the control lot the opposite side of the same animal. Also, each of

(Continued on Page 138)

# WANT BETTER LEATHER

**F**or 73 years the name of **MARDEN** has stood for **PROGRESS** in the production of better oils for the tanning industry.

Today the third generation offers the experience of the past coupled with constant experimentation and research to help make your leather better and more saleable.

*Member of Leather Industries of America*

**MARDEN-WILD CORP.**

500 COLUMBIA ST., SOMERVILLE, MASS.  
MARDEN-WILD OF CANADA, LTD., HALIFAX, N. S.



# NEW DEVELOPMENTS

## *What industrial science is doing to improve the job*

### MANUFACTURE OF SYNTANS

This process relates to syntans made from the lignin compounds resulting from the practice of the soda sulphate process of paper manufacture. In the preparation of syntans, the water soluble lignin-sulfonic acid compounds present in sulphite waste liquors have been extensively used.

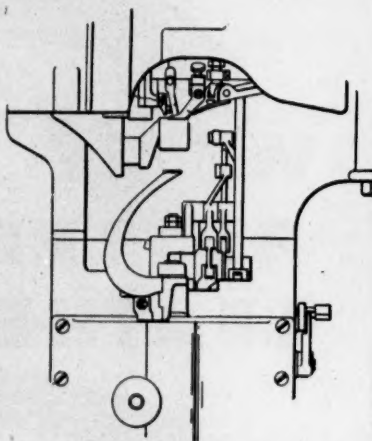
This method deals with the use of water insoluble lignin compounds. The process of preparing a water soluble tanning material comprises dissolving water insoluble soda lignin in a phenol in proportions from about one part of soda lignin to two parts of phenol to about five parts of soda lignin to one part of phenol, sulfonating the same by gradual and progressive addition of concentrated sulfuric acid with stirring at a temperature around 50 to 95 degrees C. to form a water soluble product and reducing the acidity of the solution to pH of around 3.5.

Source: The United States Leather Co., New York, N. Y.; Patent No. 2,597,809.

### ROUGH ROUNDER

This machine is intended to be an improvement on the much discussed

Baker Rough Rounder. Though the machine has been designed especially for Stitchdowns, it by no means is so limited. In fact, with the Stitchdown feature of the machine eliminated, it is still a substantial improvement over existing commercial Rough Rounders.



The Stitchdown feature of this machine deals with a smoothing device that levels off the wrinkles on the welt side of the shoe in Rough Rounding. In other words, the wrinkles that occur in the flange lasting of

Stitchdowns interfere with the entry of the work into the crease guide of the Rough Rounder. It is this smoothing device, comprising a rotating finger, not unlike the Wrapper Lasting Machine action, that flattens out the upper before it enters the crease guide.

It is the automatic positioning of this smoothing device that is the outstanding feature. It is now possible to accomplish the simultaneous adjustment of this device with the movement of the crease guide.

Another feature is the motion that permits the feed point to press in at the beginning of the feed stroke to relieve the squeeze against the crease guide. There is no back feeding of the feed point to scar the welt. A cam change to insure that the knife and feed point just meet at the end of the cutting stroke is another feature.

Though it is still the same manually-guided affair, it offers a machine sufficiently improved to require less skill in Rough Rounding shoes in pairs.

Source: United Shoe Machinery Corp., Boston; Pat. No. 2,543,760.

### LIGHT STABLE PHENOLIC SYNTANS

The objects and results of this invention are:

- 1) To modify a phenolic syntan which discolors upon storage under normal conditions so that it will become stable against such discoloration.
- 2) To provide a new phenolic syntan solution which will produce light-colored tanned leather. This syntan is a nuclearly sulfonated condensation product of phenol and formaldehyde. An alkaline salt of sulfuric acid is added to this product when used against storage discoloration.
- 3) The above and other objects are obtained by incorporating a small quantity of a vegetable

(Concluded on Page 143)

# MYRTAN



## *Australian Eucalyptus Extract*

SOLID & POWDER

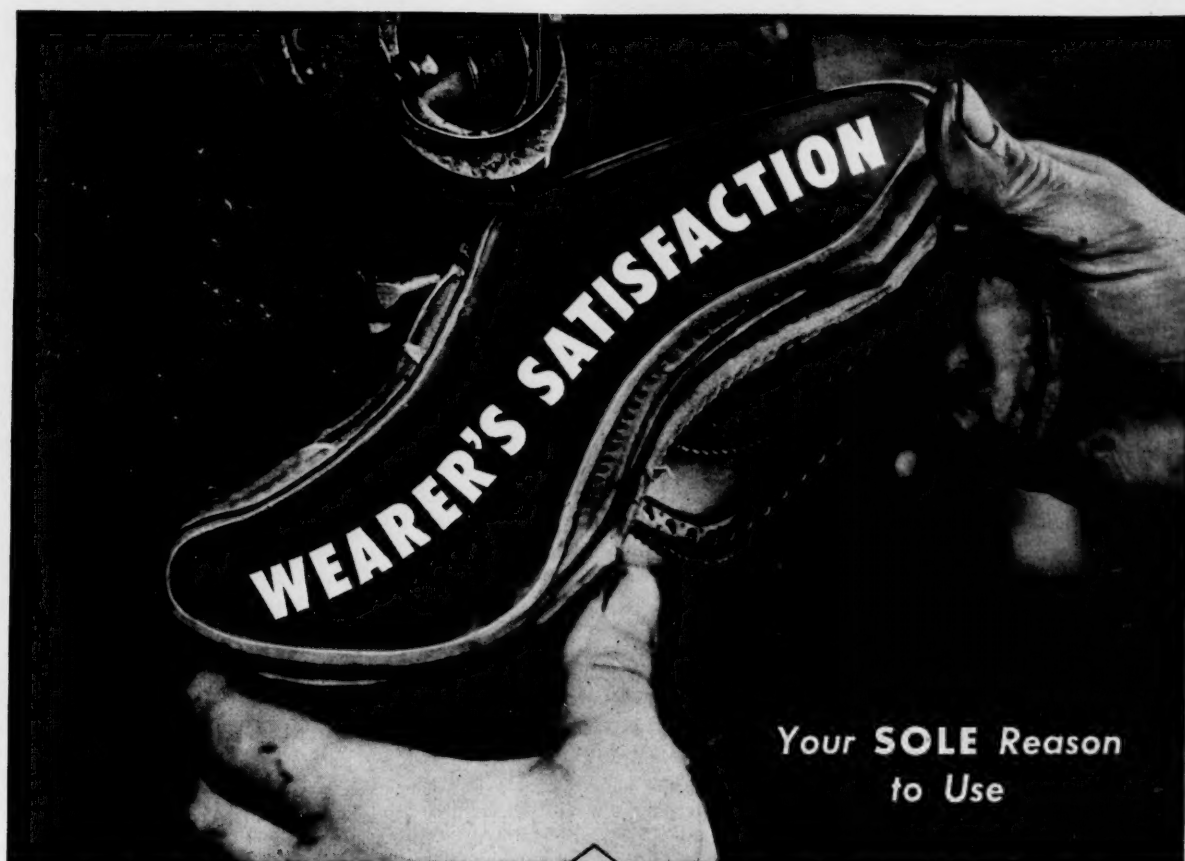
FOR OUTSTANDING RESULTS AS A  
RETAN ON CHROME. . SMOOTH CLEAN GRAIN

# *Tanexco, Inc.*

SOLE AGENTS

WASHINGTON BLVD. CHICAGO 6, ILLINOIS





# DIAMOND COMPOUND

**T**ESTED and proved for 40 years — Diamond A is recognized as the Tanners' standard sponging and washing compound.

Here's why. Diamond A does a *double* job — (1) It prepares sole leather for rolling and protects the grain. (2) Used as a dip after rolling, it toughens the grain and improves color and finish.

Why delay? Let the Borne, Scrymser representative give you full particulars on Diamond A. You'll agree it's in a class by itself.

Our Laboratory  
Facilities are  
always at your  
disposal



## OTHER BORNE, SCRYMSER SPECIALTIES

(Get the Facts about These, Too!)



COMPOUND for WHEELING

COMPOUND for SPONGING

Supreme A Compound  
Bretolene • Saxon Oil

# BORNE, SCRYMSER COMPANY

ELIZABETH, N. J. • CHARLOTTE, N. C.

# UNITED FOUND GUILTY OF MONOPOLY

## LEASING, PATENTS AND SUBSIDIARIES AFFECTED

### *Company Expected To File Appeal Soon*

The U. S. court has decreed that United Shoe Machinery Corporation is guilty of "monopolizing the shoe machinery trade and commerce" in the U. S. The long-awaited ruling after the five-year trial was handed down this week by Judge D. L. Wyzanski of the U. S. District Court of Massachusetts, in a 128-page report.

The court also ruled that United's subsidiaries making and selling eyelets, tacks, nails, grommets and hooks (80 percent or more of the market of which is controlled by United) are also a monopoly in violation of the Sherman Act, and orders that these subsidiaries be sold by USMC.

#### **Sweeping Decrees**

Sweeping decrees also apply to United in regard to its patents and leasing system, requiring several important changes. Following is a list of decrees handed down by the court:

1) USMC is "enjoined and restrained from further monopolizing those parts of the trade (machinery and specified supplies) named.

2) All leases made by USMC which include a ten-year term, or a full capacity clause, or deferred payment charges, and all leases under which USMC has rendered repair and other service without making them subject to separate, segregated charges, are means whereby USMC monopolized the shoe machinery market.

3) After six months from this date (Feb. 18, 1953) United "shall not offer for lease any machine, unless it also offers such for sale." United, where it leases, must set its leasing terms so that it does not make it substantially more advantageous for a shoe factory to lease rather than buy the machine.

4) Several important changes in United's leasing system:

a. Original or renewal leases set at maximum term of five years.

b. New provisions for return of machines.

c. Return or deferred payment charges are eliminated.

d. Unit charges shall have no minimum.

e. The full capacity clause must be deleted.

f. No discrimination between customers of the same general class.

g. Service, instruction or service charges must now be made separately and on a reasonable basis.

5) United cannot refuse a prospective customer's request to buy or lease a machine which United is currently offering commercially.

6) United must submit to the court a tariff of the charges it intends to set for machine servicing to shoe manufacturers.

7) Within nine months from this date United must present to the court a detailed plan for terminating all outstanding leases in order to adapt to the new leasing arrangement now set by the court.

8) Within nine months United must submit a plan for disposing of its subsidiaries dealing in tacks, nails, eyelets, grommets and hooks.

#### **Must Grant License**

9) United must grant to any applicant a non-exclusive license under any or all patents now held by United, at a uniform, reasonable royalty, regarding shoe machinery and shoe supplies. The court reserves right to pass on the reasonableness of the royalty or charge. This does not apply to any patents issued to United after six months from present date.

10) United cannot buy a patent from outside sources unless it agrees to license that patent to applicants.

11) United cannot acquire any exclusive license under any patent.

12) United cannot acquire any further shoe machinery business, or any business manufacturing or distributing shoe supplies, if the transaction involves more than \$10,000 or its equivalent.

13) United cannot buy or acquire any second-hand shoe machinery except for experimental purposes, and totaling more than \$25,000 over one year.

14) The company cannot employ quantity discounts in its shoe supplies business unless the discount system used is legally acceptable.

15) United must pay all costs of this case.

Neither the Justice Department nor United would make any comment on the ruling when contacted by LEATHER AND SHOES. It is believed that the decree will be appealed to the Supreme Court within the 60-day time limit. If so, best estimates are

that it will take another two years before a final decree is handed down.

The Government, in closing its case, had urged that the court dissolve United into three separate manufacturing companies; that important changes be made in United's leasing system; that United be divested of its shoe supplies activities; and that United's hold on patents be broken.

Judge Wyzanski ruled as follows on these four points which comprised the main basis for the Government's case against United:

#### **Rejects Dissolution**

The Government's proposal to "dissolve United into three separate manufacturing companies is unrealistic. The suggested remedy of dissolution is rejected."

On the matter of United's alleged "restrictive clauses" in its leases and the Government's urging to make the terms more advantageous to customers, the court agreed. Wyzanski stated that the leasing system should not be abolished but "corrected."

Another important ruling was the separation of all service charges. These charges cannot be lumped together with the royalty charge now.

United had objected to the optional lease-or-sale demand by the Government on the grounds that its competitors, not required to abide by the same ruling, would have an advantage. The court overruled the objection, decreed in favor of the Government on this point. Moreover, sale price of the machine must not be set so as to discourage purchasing in favor of leasing.

Regarding patents, the court stated that United "is not being punished for abusive practices respecting patents, for it engaged in none. It is being required to reduce the monopoly power it has, not as a result of patents, but as a result of business practices."

United must now make available its current and past patents (though not those dating after six months hence) to applicants desiring to acquire license for them on a royalty basis. It is presumed that the applicants may be competitors as well as customers of United.

Altogether, according to opinions voiced by a large number of shoe manufacturers covered in spot interviews by LEATHER AND SHOES, United

*(Continued on Page 70)*

## FOUR-MINUTE TANNING PROCESS SEEN MOST REVOLUTIONARY IN DECADES

### "Nonstrategic" Organic Tanning Materials Used In Process

What may well prove to be perhaps the most revolutionary new tanning process to come into the leather industry in decades is now very close to the commercial stage. Known as the Secotan Process, it is the invention of Alexis E. Ushakoff, whose work is being financed by several sources of high-level scientific reputation.

The process claims to tan leather in as little as four minutes.

It sharply reduces the labor ordinarily required.

It permits upgrading of tanned leather.

And it employs what Ushakoff calls "nonstrategic" tanning materials which are neither vegetable nor mineral tanning materials as conventionally used but fall into the broad classification of "organic" materials.

According to Ushakoff and his enthusiastic backers, "this rapid tanning process produces in minutes leathers which require days or even weeks to produce by ordinary tanning methods. This rapidity of this process permits the use of fully automatic equipment which insures control of quality comparable to the most modern processes in other chemical industries.

#### Operations Eliminated

"Some operations and much of the handling of hides required in ordinary tanning are eliminated and the cost is thereby appreciably reduced. The rapidity of this method reduces the inventory of leather-in-process and enables the manufacturer to better gauge his production to market conditions. Precise quality control and certain leather upgrading features, inherent in the process, combine to produce leathers of superior quality.

"A machine capable of handling all types and sizes of skins, including the largest hides, has been installed in one of the country's leading tanneries which will produce Secotan leather on a production basis."

LEATHER AND SHOES has learned that this tannery is the Eagle-Ottawa Leather Co., Grand Haven, Mich., one of the largest makers of upholstery leathers. Chief leather chemist there is Dr. L. D. Compton, formerly with Monsanto Chemical Company's

leather development division in Everett, Mass.

According to Ushakoff, ordinary upper leather can be tanned in as little as six minutes, and lighter types in as little as four minutes. Moreover, the process enables the production of any desired type of tannage on any type of leather.

By use of a non-aqueous process combined with the use of an automatic machine, the leather emerges in a dry condition requiring no further processing other than finishing. Physical changes are exerted on the hide substance, resulting in improvement of surface and interior properties of the hide. As a consequence, there is an appreciable upgrading of the leather.

But one of the potentially most revolutionary aspects of the new process is the use of what Ushakoff terms "nonstrategic" tanning materials. In short, the leather can be tanned without use of either vegetable or mineral tanning materials. By by-passing the vegetable and mineral kingdoms, only the "animal" kingdom is left. This, says Ushakoff, means "organic" tanning materials. What these organic materials are is one of the hush-hush aspects of the Secotan Process. However, technical investigations reveal some fairly good indications of the family to which these materials belong.

#### Dry Tannage

The "Seco" of Secotan means "dry." Hence it strongly suggests a dry tannage. This might well employ resin-like or elastomer-like materials; or, more specifically the probability of such materials as silicones or resins, which belong to the "dry organic material" family. Resins, of course, act as a protective agent against putrefaction, protecting the inherent proteins in the hide against the action of water.

All this, of course, is speculative at this point. However, Ushakoff states that while the process allows use of these nonstrategic tanning materials, the process also permits use of either vegetable or mineral tanning materials. When the process is ready for commercial-scale launching the shift

(Concluded on Page 68)

## U. S. SHOE REPORTS RECORD SPRING ORDERS

Orders for spring and summer lines have proved the largest in the company's history to date, according to Joseph S. Stern, president of U. S. Shoe Corp., Cincinnati manufacturer.

Speaking before stockholders at the company's annual meeting in Cincinnati, Stern reported that the company's 11 plants turned out 411,000 pairs of women's Red Cross and Cobbie shoes during Jan. 1953, a new record for the month.

The company also plans to step up production at the Ripley, O., plant of Roth, Rauh & Heckel, Inc., newly-acquired subsidiary, from its present pace of 1,000 pairs per day to 2,000 pairs daily.

The Cobbie line of women's casuals will be manufactured in the Vevay, Ind., plant which will have a large addition completed in April.

## Hide Industry Seeks More Skilled Help

The National Hide Assn. reports that the hide industry is suffering from a lack of skilled hands, particularly trained receivers and that the situation is becoming acute.

Jack Minnoch, executive director of NHA, has had several requests from firms seeking capable hide inspectors. A shortage of hide inspectors is the most serious manpower problem with which the industry is faced, according to Minnoch.

## Heads Luggage Group



Jacob Citronbaum, who has been appointed executive vice president of the Luggage and Leather Goods Manufacturers of America, Inc., national trade organization for the industry. Citronbaum, an attorney, has been associated with the group since 1945 as its attorney. In his new capacity, he will direct the joint activities of nearly 300 manufacturers and suppliers who are members of the organization.



## UNITED SHOE OFFERS NEW BUFFING MACHINE

### *First Models On Outright Sale Basis*

United Shoe Machinery Corp. has announced development of a new buffing machine which it "conservatively" estimates has a production potential some 25 percent greater than any comparable machine.

Primarily designed for use by shoe manufacturers in buffing or roughing unattached shoe parts, the new USMC Buffing Machine — Model A is expected to be of equal interest to many others in the shoe, leather, and allied industries including cut sole houses, manufacturers of rubber and synthetic soles and insoles, as well as manufacturers and suppliers of shoe factory findings such as box toes, counters, toplifts and similar items.

Result of several years of intensive development, trial, and re-design, United's new pre-buffer is described as the finest machine of its type ever produced. Not only does the machine produce the much desired "velvet" finish on leather, rubber, and synthetic materials at a very high rate of production, but it does the same uniform high quality job on soles with reduced shanks or similar work.

Work is fed to the machine in pairs as shown in the accompanying illustration. Equipped with work shelves within easy reach of the operator, the machine is supplied either with a chute and storage box in front to hold finished work or a rear conveyor which is part of the machine to carry buffed or roughed pieces to the next operating station.

Use of sealed, pre-lubricated ball bearings is expected to keep maintenance to a minimum and there are actually only three places on the machine which need lubrication by the user.

First production models of this machine are now being shipped on an outright sale basis. At the customer's option, United's new pre-buffer is fitted for use on leather work only, for rubber and synthetic work only, for leather, rubber, and synthetic, for reduced shank work, or for leather, rubber, synthetic, and reduced shank work.

The superior finish of the work done on the new USMC Buffing Machine is the result of a specially developed air cushion type blanket on a rapidly oscillating buffing roll.

Increases in abrasive mileages running as high as 100 percent have been reported by factories where the machine has been on trial and are largely the result of the special air

cushion type blanket. Naturally abrasive mileage varies depending on the grit used and work being done, but mileage increases of from 50 to 100 percent over that obtained from other machines have been repeatedly demonstrated.

Quickly and easily adjustable for thickness of material being buffed or roughed (up to one inch) United's new pre-buffer also gives the user the unique advantage of uniform, high quality work on soles with reduced shanks or edges, soles with outside spring heels within the limits of the machine, soles which change in thickness from toe to heel, or similar work. In all cases where an adequate bevel exists the new USMC Buffing Machine does an outstanding job, even where the difference in thickness is as much as  $\frac{1}{4}$ ".

### **Derman Shoe Closes Two Rooms**

Derman Shoe Co., Milford, Mass., maker of women's dress Compos, is reported to have shut down its stitching and cutting rooms and laid off some 115 workers employed in these rooms.

Company spokesmen said the shut-down of these rooms was only temporary while awaiting new orders. However, Derman is normally in full production at this time of year, producing shoes for Easter and spring wear.

Harry Engelman, president of Derman Shoe, recently accepted a position as executive vice president at John Irving Shoe Corp. in Boston. He has stated, however, that the Milford plant will continue to operate while he acts as principal.

### **Pratt Set To Open Chrome Tanning Course**

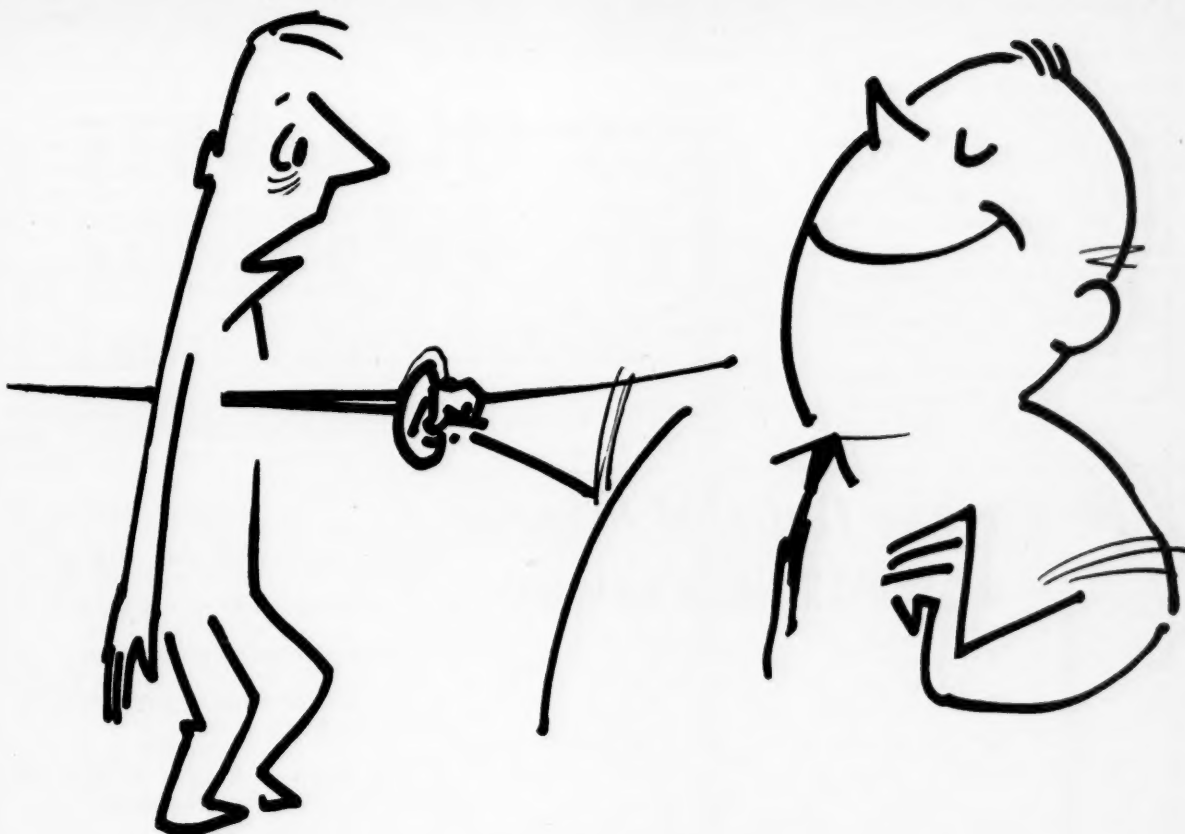
The Leather School at Pratt Institute in Brooklyn, N. Y., reports applications are now being received for the short term course on Chrome Tanning which begins March 9.

Lectures and laboratory work on the significance and evaluation of basicities along with preparation, analysis and application of chrome liquors will be given by Prof. G. A. Brown and several guest lecturers. Complementing these lectures, the tanning of various types of leathers in the school's tannery will be under the supervision of Director A. W. Goetz.

Students will also visit a nearby tannery and the Martin Dennis Division of Diamond Alkali Co. in Kearney, N. J.







## WE POINT WITH PRIDE

... to the simple creed we're so proud of here at ABC ... one we've practiced every day of our 49-year existence. Deliver the goods on time, all the time, in the least possible time ... for the least possible cost. If you favor doing business this way and require top-level answers to your backing problems, call ABC—

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**BACKING CORPORATION**  
 HADLEY & MULLANPHY STS.  
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**ACMETEX\*** The best lining stock for quarters, socks and vamps.

**PERFRITE\*** The original, non-fraying woven material for reinforcing perforated and cut-out shoes.

\*Reg.

## NEW WASHABLE CALF

A new washable calf leather which has a glove tannage yet will not stretch will be introduced at the forthcoming Leather Show in New York. Called "Chiffon Glace Calf," it is manufactured by U. S. Rawskins Tanners, Inc., of New York City, tanner of shoe and fashion leathers.

The new leather, which comes in all popular shades, is processed by a special method of "glove leather tannage" which makes it suited for casuals, sport shoes and slippers. It has already been introduced in Europe and gained widespread acceptance throughout leading European cities.

"Chiffon Glace Calf" will be fea-

tured by U. S. Rawskins Tanners, Inc. in booth 103 of the Waldorf-Astoria Ballroom. Samples and prices are available and immediate delivery offered.

## RATIFY WISCONSIN HIKE

Members of Local 47, International Fur and Leather Workers Union, have ratified a new agreement with Wisconsin Leather Co., Milwaukee, Wis., calling for a five cents increase in hourly wage rates and improved insurance benefits.

The new rates will affect some 75 production workers in the tannery. Negotiations were instituted under a wage-reopening clause in the existing contract.

## POLAND TO BUY ALL-TIME FOOTWEAR

All-Time Footwear, Inc., manufacturer of women's play shoes in Manchester, N. H., will be sold to Ted Poland, president and treasurer of the Sudbury Shoe Co. of Boston, and Linden Shoe Co. of Lynn, Mass., for \$270,000, under an arrangement made in Federal Court for paying off creditors.

The firm will continue in operation under the new management, according to reports.

Referee in Bankruptcy Joseph J. Bentley reported that creditors have approved the arrangement under Chapter XI of the Federal Bankruptcy Act whereby unsecured creditors would be paid from a fund of \$165,000.

Under the plan, claims of less than \$50 will be paid in full upon confirmation of the plan; creditors with claims of \$50 to \$200 will receive a flat sum of \$50 and all debts of \$200 or more will be paid 22 per cent of the total plus a pro rata share of any money remaining in the \$165,000 fund after the 22 per cent payments have been made.

## Record Sales, Profits For Goodyear

Record sales of \$1,138,403,603 and record net income of \$39,009,866 were reported this week by the Goodyear Tire & Rubber Company for the year 1952.

It was the second year in succession that Goodyear sales exceeded the billion dollar mark. The 1951 total amounted to \$1,101,141,392.

Last year's consolidated net income, which was the highest in the company's history, was equivalent to \$8.30 a share on common stock now outstanding, including shares issued as a stock dividend during the year. This compares with \$36,628,296, or \$7.75 per share for the same number of shares in 1951.

In announcing the year's results, P. W. Litchfield, chairman of the board, reported that both unit and tonnage sales of Goodyear products were at an all-time high. While business outside the United States declined somewhat as the year progressed, this was offset by accelerated domestic business during the last quarter of the year.

• Victor Grossman has joined the sales staff of All Boro Belting & Supply Co. of Brooklyn. He will handle the firm's lines of shoe manufacturers' supplies in New York, New Jersey and Connecticut.

## For Precision Control of Unhairing use HOOKER sodium sulfhydrate...

- Thanks to Hooker Sodium Sulfhydrate, you can adjust the sulfide and alkali strength of unhairing solutions exactly as you wish.
- This is because Hooker Sodium Sulfhydrate in lime forms only half as much caustic soda as the same quantity of Sodium Sulfide forms.
- Alkalinity may be increased, without changing sulfidity, by adding controlled amounts of Hooker Sodium Sulfide or Hooker Caustic Soda.
- This precision control of solutions ends hide injury from high alkalinity, and assures production of stronger, cleaner, better grained leather. Lower alkalinity limits attack on the hair, giving greater yields of better quality product.
- Hooker Sodium Sulfhydrate flakes dissolve rapidly even in cold water, producing a clear solution which can be used at once. There is practically no sedimentation even after long standing.
- And Hooker Sodium Sulfhydrate saves you 40% on chemical handling and storage—because you need only 60% as much to obtain the same sulfidity as with double strength Sodium Sulfide.

Hooker Bulletin 500 tells more about Sulfhydrate Unhairing Solutions. It suggests procedures for calfskins, hides for sole leathers, for side and upper leathers, and for specialties. A copy will be sent you free when requested on your company letterhead.

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**Rapid Tan 'G'**

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**Leather Today, Yesterday,  
and Always**

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## SHOE LABOR TURNOVER FIGURES HELD NORMAL

### Clague Says Job-Changing Is Small

The U. S. shoe manufacturing industry had a labor separation rate of 52.7 percent during the year 1952, according to latest figures of the Bureau of Labor Statistics. This compares to a rate of about 50.6 percent for workers in all manufacturing.

Of the total, 38.6 percent came from quits, 8.2 from layoffs, 3.3 from discharges, and 2.7 from miscellaneous, such as deaths, retirements and entrance into military service, it is indicated.

On the hiring side, rate for the year was 61.1 percent for shoe manufacturing, compared with a rate of about 61.2 percent for all manufacturing.

The year's totals come from adding the monthly figures of the BLS.

The separation rate means that out of each 100 jobs in shoe manufacturing, 52.7 were vacated for one reason or another during the year.

Assuming a total of 250,000 jobs in shoe manufacturing, the rates mean that 131,750 jobs in the industry were vacated during the year. And the turnover figures indicate that a total of 153,000 jobs were filled by hirings.

In a technical note on labor turnover, the BLS explains: "Annual labor turnover rates are sometimes computed by totaling the 12 monthly rates or by computing an equivalent rate from a single month's rate after

making proper allowance for the length of the month.

"Although valuable from the standpoint of obtaining an indication of the cost of labor turnover, annual quit or separate rates computed in these ways are extremely difficult to interpret.

"They often amount to over 50 percent and seem to indicate that over half the work force changed jobs during the course of the year, whereas, actually, job changing probably is confined to a relatively small group of workers. For certain purposes, a more meaningful annual rate is the average of the 12 monthly rates."

Ewan Clague, director of the Bureau of Labor Statistics, explained to LEATHER AND SHOES that a certain caution must be observed in using the figures.

Thus, he said, a relatively few jobs probably saw a turnover of eight or 10 times during the year, while the vast bulk of the jobs in the industry did not turn over at all.

The leather tanning industry had a labor separation rate of 43.7 percent during the year 1952.

Of the total, 21.2 percent came from quits, 17.6 from layoffs, 2.3 from discharges, and 2.7 from miscellaneous, such as deaths, retirements and entrance into military service, it is indicated.

On the hiring side, the rate for the year was 46.8 percent for leather tanning, compared with a rate of about 61.2 for all manufacturing.

Assuming a total of 45,000 jobs in leather tanning, the rate means that 19,665 jobs in the industry were vacated during the year.

## PERSON TO PERSON

• **Louis Majewski** has been appointed superintendent of the International Shoe Co. plant at Sullivan, Mo. He has been with the Springfield plant since 1930 and has been assistant superintendent there since 1950.

• **John F. Maisch** has been elected treasurer of E. F. Houghton & Co., Philadelphia manufacturer of industrial leathers and oils. He has been controller of the firm since June 1950 and succeeds Wm. F. McDonald, who has been holding the offices of president and treasurer.

• **Phil Shank** has resigned as sales manager of the Physical Culture Division of Selby Shoe Co., Portsmouth, O. The resignation is effective March 1. He has joined Mutual Shoe Co. in Marlboro, Mass. He has been succeeded at Selby by **W. F. Hooley, Jr.**

• **Jack Feldstein** is now handling the satin and shoe fabrics lines of Samuel Levine Textile Corp., New York City converter. He was formerly with Silver Fabrics. The Levine firm expects to have a new line of satin prints and novelty fabrics for the shoe trade.

• **William A. Kerekesh** has been appointed sales manager of Cals by Calderazzo, Inc., succeeding George F. Knoche.

• **Arnold C. Bush** has been appointed Tioga Oak sole leather tannery sales agent for Eberle Tanning Co. of Westfield, Pa. He will succeed Wesley H. Pinson in the Southwestern territory. Bush has been associated with Eberle since 1937. **Harland A. Moore** takes over as personnel manager.

• **Jack Quimby** has been appointed sales manager for both foreign and domestic shoe machines by Herman Schwabe, Inc., New York shoe machinery firm. Quimby will devote most of his time to the foreign shoe machinery. Quimby is the son of Harold R. Quimby, secretary of the National Shoe Manufacturers Association.

• **Jerome Lang** has been elected president of Lang Tanning Co., Ltd., Kitchener, Ont. tannery. Associated with the Lang tannery, one of the largest of Great Britain, for 35 years, Lang has served as superintendent, factory manager and more recently, as general manager. **R. A. Lang** is chairman of the board; **L. L. Lang**, vice president; **E. C. McEvenue, Jr.**, secretary-treasurer.

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### HIDES AND SKINS

### TANNING MATERIALS

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(S.A.D.E.S.A.)  
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## YOUTH IN MOTION!

Youthful Kid leathers give  
rhythmic beauty to the foot.

KING KID is definitely the leather that  
fashion-wise women love to touch.

They love, too, its graceful lightness,  
supple movement,  
glowing lustre and  
enduring charm.



William **AMER** Company  
PHILADELPHIA, PA. • ESTABLISHED 1832



BLACK GLAZED • BLACK SATIN • LINING KID  
AMEERA • COLORED KID • GARMENT LEATHER

## NEW TANNING PROCESS

(Concluded on Page 61)

away from vegetable and mineral tanning materials to the organic will likely be gradual rather than sudden, according to the inventor.

At present, says Ushakoff, the ordinary vegetable and mineral tanning materials are being used "so that tanners can make a more accurate evaluation of the process in comparison with ordinary methods. Once the new process is found to be superior, then the shift may be made to the organic tanning materials."

It is expected that the processing on a production basis at Eagle-Ottawa will extend six to nine months, after which the Secotan Process may be ready for commercial launching.

The work has been in process since 1948 on a formally financed basis, though Ushakoff, a former United Shoe Machinery Corp. inventor, has been personally developing the process over the past 10 years.

The early part of Dr. Ushakoff's work had been financed by Baird Associates (a Boston finance organization) and the Willard Helburn Co., sheepskin tanners of Peabody, Mass., of which Lawrence Jones, president of the Tanners' Council, is head.

During 1950 Secotan, Inc. (partially owned by Baird Associates), was formed to hold all patent rights to the new process. The current developmental work is being supported by other interests, among them the American Research and Development Corp., which finances promising scientific and technological projects having commercial possibilities. Of the 3,600 outstanding shares of Secotan, Inc., A. R. & D. Corp. owns 540 shares, or 15 percent, valued at approximately \$22,200. This corporation, however, has total investments totaling over \$8,000,000 in 22 other firms belonging to the organization. Combined net earnings of all affiliated firms of A. R. & D. Corp. in 1952 amounted to about \$3,000,000 before taxes.

Secotan, Inc., of which Ushakoff is president, has its laboratories located in Somerville, Mass.

### LUGGAGE EXCISES REACHED NEW PEAK

The excise tax on luggage has cost the American consumer a total of more than \$700 million during the past 12 years.

During the fiscal year 1952, the tax collections hit a new peak of \$90,799,000.

A large part of the tax is collected on sales of leather goods, although it applies, in general, to luggage, brief cases, handbags whether made from leather, imitation leather, or other materials.

A spirited drive is on for ending many of the excise taxes, with the prospects good of hearings before the House Ways and Means Committee this year.

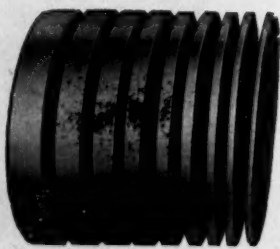
Rep. George Dondero, R., Mich., is among those who are sponsoring legislation to abolish the excise tax on luggage.

A check with the Bureau of Internal Revenue for the total collections under the luggage excise tax—which began Oct. 1, 1941, shows the following:

#### Fiscal Year, 1952

1942	\$2,833,995
1943	\$5,681,526
1944	\$4,777,176
1945	\$73,851,429
1946	\$81,423,426
1947	\$84,587,949
1948	\$80,632,324
1949	\$82,607,134
1950	\$77,531,531
1951	\$82,831,478
1952	\$90,799,000

In summary, this adds up to nearly \$668 million in tax collections from this source alone.



## ALLWEATHER TAPES

They're "tops" in the shoe industry today as they were 25 years ago. They hold their outstanding position for five very good reasons:

Allweather Tapes are coated scientifically.

Allweather Tapes are wound correctly.

Allweather Tapes are cut with exactitude.

Allweather Tapes will stand up under all weather conditions — heat, humidity, cold and arid.

Allweather Tapes are now age-conditioned for longest possible life.

*Make us prove our statements — we will gladly send samples.*

**BOSTON MACHINE WORKS CO.**  
LYNN MASS. U.S.A. C.

#### BRANCH OFFICES:

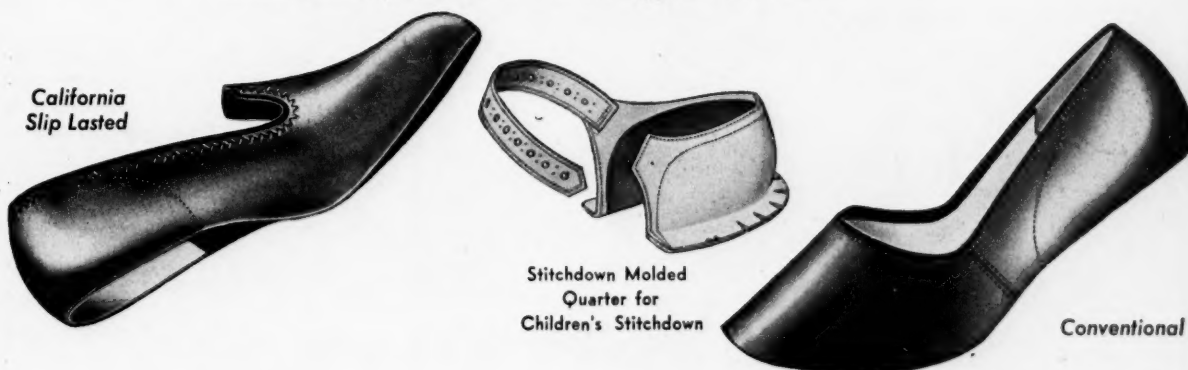
Dallas, Texas    Whitman, Mass.    Columbus, Ohio    Chicago, Ill.    Kitchener, Ont.    Woodridge, N. J.  
Johnson City, N. Y.    Cincinnati, Ohio    Milwaukee, Wis.    St. Louis, Mo.    Los Angeles, Cal.

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**H**ERE is a Revolutionary process of assembling the quarter into a complete and secure unit.

**STEPS UP** Shoemaking efficiency—Makes a better shoe—**UPPERS** and **QUARTERS**—unit-molded on individual molds to fit your lasts. For all types of shoes



## ADVANTAGES

1. A smooth unwrinkled lining.
2. Unwrinkled quarter firmly anchored to counter and lining.
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4. A uniform insertion of quarters which means fewer cripples.
5. A snug turned heel seat.
6. A saving in skilled labor by eliminating heel seat lasting.
7. A gain in cleanliness and neatness.

**T**HIS process has been used successfully by representative counter manufacturers and many leading shoe manufacturers in all parts of the country. Names of Counter Licensees in your territory furnished on request. We are prepared to grant on reasonable terms non-exclusive licenses to additional counter and shoe manufacturers under the following patents:

2,245,235 2,230,632 2,424,888 2,244,868 2,391,445  
2,245,466 2,391,446 21,267 2,442,239 2,514,057

If desired, we will supply the personal assistance of a man having over-all experience in this field, and aid our licensees in designing moulds and efficiently and economically producing moulded quarter units.

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Mr. Tom Carfagno  
450 West Middle St.  
Hanover, Pa.

Mr. Harry Albert  
3716 Inglewood Circle  
Nashville, Tennessee

Mr. George Convy  
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Manufacturers of

FIBRE COUNTERS FOR COMPOS, LITTLEWAYS, STITCHDOWNS, WORK SHOES, ETC., SHANKS, TUCKS, HEEL PIECES

## ON THE LABOR FRONT

Local 80-A of the United Packinghouse Workers Union, CIO, is still in the bad graces of the National Labor Relations Board because one of its officers was convicted of making a false non-Communist oath, the board said this week.

The official is Anthony Valentino, said the board, refusing to certify the local for collective bargaining purposes.

Other recent actions of the board and its officials:

**Intermediate reports**—Chicago

Rawhide Manufacturing Co., Elgin, Ill. Trial examiner John H. Eadie recommends dismissal of complaint, finding that company did not dominate and interfere with Chicago Rawhide employees' committees or their successor, Elgin Rawhide Employees Association, as alleged by Fur and Leather Workers Union.

**Intermediate report**—International Shoe Co., St. Louis, Mo. Trial Examiner Louis Plost recommends dismissal of complaint, finding that company has not engaged in the unfair labor practices alleged by United Shoe Workers, CIO.

**Certification of representatives**—Law Tanning Co., Milwaukee, Wis., Election held Dec. 11. Certified Dec. 19 (production and maintenance employees): Local 47, Fur and Leather Workers received 33 votes; 23 against.

## UNITED SHOE

(Continued from Page 60)

did not fare too badly in the over-all sense. It retained all its major subsidiaries; its shoe machinery department was not dissolved into three separate units, as the Government requested; no heavy fine was imposed; the bulk of its leasing system remained intact; except for its requirement to make separate service charges, its servicing system is unchanged.

In short, United, with its approximately 22 subsidiaries, its 6,300 employees, its capital assets of \$104 millions, its annual earnings of around \$13 millions before taxes, is still to very closely resemble the same organization before the trial. While there have been some important changes made in the decree, the more drastic possibilities did not materialize.

The Government had also appealed for a court ruling on similar monopoly charges against United's tanning machinery interests as represented through its subsidiary, Turner Tanning Machinery Co. The court ruled against this, claiming non-existence of any monopoly in the tanning machinery field.

As regards shoe supplies, except for those mentioned (tacks, nails, eyelets, etc.), the court ruled that none of United's subsidiaries represented more than 50 percent of their respective market sales. The average was between 15 and 30 percent of the market.

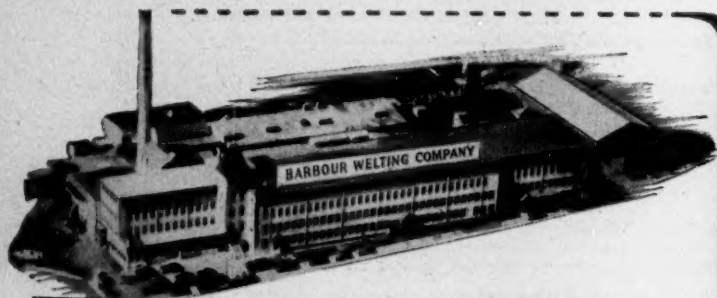
While Judge Wyzanski's verdict was critical of various USMC business practices, his report was also spotted with complimentary remarks. For example, "Probably few monopolies could produce a record so free from any taint of predatory practices. The violation with which United is now charged depends not on moral considerations, but on solely economic considerations."

United had claimed that its monopoly of the "thin shoe machinery market" was in large degree inevitable to achieve maximum economies of production, distribution and service.

(Concluded on Page 78)

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**worth the difference**

**SLATTERY BROS. TANNING CO.**  
210 South St. Boston 11, Mass.



**BARBOUR**  
*Stormwelt*  
ALL-LEATHER

**ADDS  
CUSTOM  
STYLING**

**BARBOUR WELTING COMPANY**  
BROCKTON 68, MASSACHUSETTS



## USMC THERMO-CEMENTING AND FOLDING MACHINE—MODEL A



# Is This Star in your Fitting Room?



Fabric, imitation leather or leather French bindings can be adhered with equal ease with the thermoplastic cement used by this machine. Save cost of coating and loss due to breakdown of adhesive coating on bindings in stock.

Operators and factory men too, like the quieter operation, the great reduction in vibration, the productive capacity they have with this machine.

Maintenance time and parts costs are cut by improved machine design in which all internal parts operate in oil bath.

For the first time, the cementing and folding of French bindings are combined in one machine operation by the **USMC** Thermo-Cementing and Folding Machine—Model A. This efficient bench unit has had, in its brief career, a rapid rise to popularity in scores of fitting rooms. In nearly every case it has provided important economies over the methods replaced.

One of the "36 new United machines in five years," this modern machine answers the need of shoe manufacturers for the best shoemaking quality.

Like all United machines its production efficiency is maintained by a trained service organization and by supplies of replacement parts located in the various shoe centers.

Ask your United Branch Office for full details.

**UNITED SHOE MACHINERY CORPORATION**  
**BOSTON, MASSACHUSETTS**



**Rumored merger of non-competitive New England shoe manufacturers into "Big Fifth"** to compete with "Big Four" comprised of International, Brown, General Shoe, and Endicott-Johnson has trade in dither. Nobody admits anything, but there is just enough smoke to make possible fire suspect.

**Idea behind talk** is several leading New England firms have decided they must consolidate and combine or face eventual elimination. Idea not new but recent rush of "Big Four" to grab up new manufacturing facilities and outlets has brought necessity home sharply. New England manufacturers now convinced they must unite or die in long run.

**Question is** whether these manufacturers, long accustomed to rugged individualism of the region, can get together on merger that would mean sublimation of this very individualism. If rumor becomes fact, absolute cooperation will be byword. Without it, project will fail dismally.

**Although merger may be some time in reaching announcement stage**, inside trade sources insist it involves Melville Shoe Corp., with its manufacturing facilities (J. F. McElwain) as well as widespread outlets; Regal Shoe Co., a similar set-up; and Hanover Shoe, which has one factory in Hanover, Pa., and some 100 outlets. Officials of these firms deny any knowledge of project.

**Now that Brown Shoe Co. has broken ice with five-year labor contract**, in effect offering guaranteed annual wage, shoe unions are figuring on dipping bread into the gravy. Five-year contract at Brown was limited to distribution workers, such as shippers and truckers.

**Brown officials figure otherwise.** Their point is shoe company can get along for awhile if shoe workers go on strike, but entire operation must come to halt if shippers and others prevent distribution of company's shoes. Thus the willingness to agree to union demands for five-year contract.

**Now comes report that AFL, possibly CIO, will launch drive next year at contract time for similar contract.** What Brown officials appear to have forgotten and what shoe union officials are counting on is fact that if they call strike, AFL shippers union will not violate a picket line. Thus if Boot and Shoe Workers Union or United Shoe Workers of America demands five-year con-

tract next year, calls strike if company refuses, Brown operations will be hamstrung. Unions may not resort to drastic action, but situation come next fall will be touchy.

**So 1952 finishes in blaze of glory.** Official Census Figures, just out this week, place Dec. footwear production at 42 million pairs, fully 30% above Dec. 1951, 8% above Nov. 1952 total of 39 million pairs. This brings official 1952 12-month output to approximately 508,501,000 pairs, almost two million pairs above industry's own estimate of 506,621,000 pairs. Tanners' Council originally estimated Dec. 1952 production at 40,120,000 pairs.

**Official figures mean 1952 increase over 1951 was actually 39 million pairs.** Even though this is still third highest in shoe industry, gain is impressive, considering military pairage in 1951 was 20 million, only 7.3 million last year. Civilian shoe gain in 1952 well over originally-estimated 11%.

**Estimated breakdown by type of shoe construction for 1952 as follows:** Cemented shoes 46.8%; Goodyear welts, 24.9%; McKays, 2.3%; Stitchdown, 14.1%; Lockstitch, 8%; Prewelts, 2%; Nailed, 1.5%; and Turns, 0.4%.

**If Tanners' Council estimates are correct, only 480 million pairs were needed to meet potential consumption.** This would mean surplus of 28 million pairs, not exactly overproduction considering two factors: condition of retailer inventories during most of year, and stepped-up consumer shoe demand. Actually, shoe manufacturers have not gone out on the limb this year, have based output on actual demand. Lessons of 1951 not forgotten.

**One more merger in rumor column** is that between General Shoe Corp. and G. R. Kinney. By now, no rumor of this type can be ignored. "Big Four" apparently committed to race to snap up whatever can be snapped up. What began spasmodically as a considered grab here and there has now become outright rush to get there first. "Big Four" apparently figures best chance for expansion is right now. Later, after more choice plums are picked, only the prunes will be left. Question is: is this an actual revolution in shoe industry? Will smaller firms be driven out of existence or left to get along as best they can on what's left of the market? The answer is nearer than we think.



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YOUR PRICE RANGE  
SEE LYNN INNERSOLE**

**LYNN** *Innersole*

*just call...*  
**ALgonquin 4-3520**  
to end all your  
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119 BRAINTREE ST., ALLSTON, MASS.

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Coated  
and  
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GROS-GRAIN  
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Elasticized  
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NOVELTY  
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**PERO & DANIELS**  
is the  
**Nation's Pioneer**  
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**Fine Shoe Products**  
for Over 25 Years



**PERO & DANIELS INC.**

THOS. G. PLANT BLDG., BOSTON 30, MASSACHUSETTS

AMERICA'S LARGEST DISTRIBUTOR OF NARROW FABRICS FOR SHOES





• reaching from Boston to Paris

**THERMO-PLASTIC PRODUCT'S  
RECORD SALES: 3,700 MILES  
OF COATED VINYL BINDINGS-  
and still going!**

**FAILLES**

in  
**ALL COLORS**  
for  
Top Bindings  
and  
Innersoles

**VINYL  
BINDINGS**

Coated and Uncoated  
in  
Straight Cut  
and  
Seamless  
IN ALL WIDTHS

**PED-RAP  
PYROXYLIN  
NO-SEAM  
BINDINGS**  
for  
**INNERSOLES  
and PLATFORMS**  
Over 100 Colors  
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# ROCKET BUCKLE

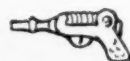
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Hitch your sales to the tail of this zooming rocket ship designed to send the kids into space flights of ecstasy. Besides the popular, gleaming Rocket Buckle ( $\frac{5}{8}$ " and  $\frac{3}{4}$ "), RONCI's artists, ever alert to buying

trends — have created a galaxy of prong ornaments — space men, rocket pistols that shoot stars, and whizzing rocket ships!

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Destined for long-time popularity is the fascinating line of Coronation Decorations—timely, rich-looking crowns for fashion-conscious women everywhere. Send for samples today!

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MARCH 1, 2, 3, 4

**F. RONCI CO., INC.**  
CENTREDALE, RHODE ISLAND

# Stylescope

SHOE FASHION NEWS AND TRENDS

**Advance guard reports all open or all closed for next Fall.** For women, story in dress shoes is pumps and sandalized types. Trimmed pumps take lead with concentration on two-texture treatments. Noteworthy again this Fall will be flannel in combination with polished calf, in both spectator and dressy types. Suede and polished calf combinations dominate.

**Sandalized types wide open.** Although Fall would seem time to close up shoes, this not case. At this early date, most manufacturers looking for either completely closed up types (pumps) or widely opened shoes, with naked quarters, open shanks, wide opened toes. There doesn't seem to be happy medium, with open back and closed toe, or vice versa.

**New pointed toe last, originally introduced by Andrew Geller, predicted to be strong.** This last with wide ball and sharply pointed toe seems to be final outcome of tapered toe attempts started couple of seasons back. This is last which appeals to volume market. Although most manufacturers have not stocked this last, practically all have perfected one or two models on it to include in their lines. One source reports that a volume manufacturer, who was forced into buying last by one of his big outlets, now reports he can't keep up with demand.

**Newest idea which is expected to take hold is shankless shoe.** This introduced by Ferregamo last year in high heel style. Now Sandler making it in hand sewn moccasin type. Reports are that consumer response to this exceptional. Emphasis throughout industry on soft shoes. Softness, suppleness, flexibility . . . these are big words in today's shoe appeal. And consumer responds to them. Soft glove type leathers especially good in this type shoe.

**Manufacturers working on Fall lines earlier than in previous seasons.** Not, however, because they expect unusually good season. Seems that most report they're busy up until Easter and then—nothing. Trying to get in some early orders to keep going.

**However, Fall may be a better season than they think.** Major reason for this possibility is success of "New In Shoes" program. Consider first launching this March.

Fashion magazines emblazoned with shoes. Never has so much editorial matter been devoted to shoes as fashion item in nation's leading magazines. Hundreds of newspapers, coast to coast, have planned special shoe fashion supplements to tie in with local promotions of shoes. In one city, mayor of town is opening ceremonies planned for week. Other promotional stunts being planned elsewhere.

**Response to "The New In Shoes" overwhelming.** Co-operation being extended from all sides. Busses in cities will carry special placards about shoes. This kind of fanfare bound to help sales. Bound to stress fashion aspect of shoes. Bound to make consumer more shoe conscious. In Fall, same thing will happen with second seasonal opening. It's highly probable that by then, predictions on how much extra business possible can be made. It's also highly probable that this whole scheme will help shoe business along and boost per capita shoe consumption. This, of course, remains to be seen—but, in face of this, no reason at this time to expect that Fall business will be no better than last year. It should go ahead.

**Heels continue to make style news.** Newest trend is toward sharply tapered heels. Present-day styling calls for slim tapered heels. Now we have heels which come down to almost point at heel lift. These feature traditional width at heel seat—then sharp tapering downward.

**High heel styling being put on 15/8 to 17/8 heel heights.** Demand strong for these lower heels. Have been surging ahead for several seasons and still growing strongly. Trend is being established in volume. At one time, these heel heights took tailored-type styling only—mainly for walking shoes. Now, however, dressy type of detailing being adapted to them. Consumer interest strong.

**Colors remain traditional.** At this writing, little early to predict any one new color or promotional color which might stand out next Fall. However, black, red and blue lead as staples. Brown, also, but not as strongly. There is news in brown, however, in that all ranges of this color carry fashion significance. Beige is newest idea here. This is following trend in ready-to-wear, showing strong revival of beige which was at its peak in popularity in the 20's. Honeyed tones of browns also strong. Both beiges and

(Concluded on Page 88)



## UNITED SHOE

(Concluded from Page 70)

The court ruled that it was not for USMC or any company to determine justification for any monopoly, that this was decided by Congress through the Sherman Anti-Trust Act.

The court ruled that United's control of the market is in no way due to "excusable causes. The three principal sources of United's power have been the original constitution of the company (1899), the superiority of United's products, and the leasing system. The first two of these are plainly beyond reproach. . . . Much of United's power is traceable to its

system of leasing, and not selling, its more important machines. Moreover, the leasing system has aided United in maintaining a pricing system which discriminates between machine types."

About 85 percent of all U. S. shoe machines are United products. Of United's nearly 4,000 patents, about 95 percent came from its own employees, while the rest were purchased outside. Over half of these patents deal with shoe machinery. But the court ruled that "United's present dominance does not rest primarily on patents." Moreover, declared Wyzanski, "there is no reliable evidence

that any of the patents not used by United are held back for improper purposes of kind, or solely as preparation to attack a competitor if he should appear. . . . The evidence does not show that United has ever deliberately and in bad faith infringed patents owned by others."

Further, the court declared, "There is no evidence that United has secured a monopoly profit on its total operations, or on the machinery branch as a whole. United's book earnings on its total operations 1925-49 were about 10 percent net, after taxes, on invested capital. This approximates the average of 72 other manufacturers of durable equipment."

### Separating Charges

The primary reason for separating service charges from machine charges in the judge's decree was that "the practice of tying into one bundle the use of the machine and services in connection with it is a method which is to the advantage of some, and the disadvantage of other, lessees." In short, the efficient shoe factory requiring little machine service must indirectly pay service costs for the less efficient factory requiring greater services.

While Wyzanski granted that "United has a research organization of efficiency, intelligence and vision," he nevertheless concluded that "however, it is doubtful whether United's performance in the shoe machinery field is as extraordinary as the defendant suggests. . . . The rate at which United has improved its old machine types and has introduced new machine types does not create a formidable record."

United's research division employs about 572 persons, expends about \$4.3 millions annually on research projects. United had endeavored to show that its research division contributed largely to its success. The court replied that "United has not proved that its research in the shoe machinery field and in allied developments is either the basic cause of its success, nor far beyond what could be achieved in a market structure where no monopoly existed." However, Wyzanski followed this by stating that "The Government has also failed to prove that United has used its research activities as an improper competitive weapon."

The hearings on this case required 121 days over a five-year period, covered 14,194 pages of transcripts, 5,512 exhibits totaling 26,474 pages, 47 depositions covering 2,122 pages, and 6,000 copies of patents.



## Blackhawk Splits for

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SHOE GUSSETS  
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## MILITARY BIDS AND AWARDS

### Navy Oxfords

**March 10, 1953**—TAP-30-352-53-238 — 142,512 prs. shoes, leather, black, low, men's; 1) FOB Origin; and/or 2) 130,380 prs. FOB Mechanicsburg, Pa.; 3) 12,132 prs. FOB Clearfield, Utah. Delivery, during May, June and July; opening, New York, 10 a.m.; this procurement for the U. S. Navy.

### Men's Overshoes

**March 16, 1953**—TAP-30-352-53-245 — 71,004 prs. overshoes, rubber, man's, high, five-buckle; 100% domestic cotton; 100% overseas pack; FOB Origin and/or FOB destination of which fourteen are specified. Delivery, 5,004 prs. during June; 13,500 prs. each during July, August, September, October; 12,000 prs. during November. Opening, New York, 3 p.m.; this procurement for the Army.

### Helmet Liner Bands

**March 3, 1953**—Chicago Quartermaster Depot has issued Invitation QM-11-009-53-125 covering bids on 216,000 head and neck bands for liner M-1. Specification MIL-B-1953, vegetable-tanned, full grain calfskin only. This procurement to be negotiated only with small business concerns. The Defense Dept. normally considers a firm employing in the aggregate fewer than 500 persons in this category.

### AWARD COMBAT BOOTS

Seven shoe manufacturers have been awarded contracts on TAP-30-352-53-55; covering mildew-resistant combat service boots. Awards were announced by the Armed Services Textile and Apparel Procurement Agency in New York City.

Following are quantities, prices and dollar value of each award: Endicott Johnson Corp., Endicott, N. Y., 46,664 pr. at \$6.195 for \$289,093.48; J. F. McElwain Co., Manchester, N. H., 75,000 pr. at \$6.175 for \$463,125.00; General Shoe Corp., Nashville, Tenn., 300,000 pr. at \$5.88-6.08 for \$1,784,000.00; Doyle Shoe Co., Brockton, Mass., 20,000 pr. at \$6.05 for \$121,000.00; A. S. Kreider Shoe Co., Elizabethtown, Pa., 25,000 pr. at \$6.09 for \$152,250.00; Belleville Shoe Mfg. Co., Belleville, Ill., 40,000 pr. at \$6.095 for \$243,800.00; John Addison Footwear, Marlboro, Mass., 60,000 pr. at \$5.70-6.15 for \$356,000.00.

### OPEN WORK GLOVES

Racine Glove Corp., Rio, Wisc., bid low on ASTAPA invitation TAP-30-352-53-201 — 100,800 prs. work gloves for the Navy. Racine offered to supply the gloves for .6835 per pr. to most of the 22 destinations specified in the request which is for the Navy. No discount was offered, acceptance is 60 days. There were nine other bidders.

### OPEN GLOVE SHELLS

Steinberg Bros., N. Y. C., was low bidder on ASTAPA invitation TAP-

30-352-53-221 for 274,500 pr. of leather glove shells. M-1949.

Steinberg quoted the following prices: 100,000 pr., all sizes, \$1.49 per pr. OR size 3—1.41; size 4—1.49; size 5—1.57. 50,000 pr., all sizes, \$1.52; OR size 3—1.44; size 4 1.52; size 5—1.60. 50,000 pr., all sizes, \$1.55; OR size 3—1.47; size 4—1.55; size 5—1.63. 50,000 pr., all sizes, \$1.58; OR size 3—1.50; size 4—1.58; size 5—1.66. 20 days acceptance, 1/10 of 1% in 20 days. There were twelve other bidders.

PATENT APPLIED FOR

# WELLER

7 Sizes  
1/4" to 5/8"

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## Studette

—THE SIMPLEST  
SHOE BUCKLE EVER PERFECTED

The Exclusive One-Piece Buckle.

No moving parts or projections.

No snagging or scratching.

Easy To Fasten—The stud is inserted from the top face of strap downward through the required hole and lies concealed under the strap.

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## LEATHER MARKETS HOLD ACTIVE PACE AS FALL SHOW APPROACHES

### Tanners Delighted By Unexpected Windfall Of Pre-Season Business

#### Sole Steady

Sole leathers continue steady in Boston market with enough sales made to enable tanners to hold close to lists. Even though sole tanners have not been active on advancing heavy hide market recently, general strength of market plus replacement costs keeps leather prices firm.

Bends prices range as follows: 10 irons and over at 53-54c with buyers showing some resistance; 9/10 irons at 56-58c with better interest at 56c; medium bends still around 62-63c; and light bends at 68c and below. Some tanners ask 70-72c for selected light bends but little doing at this level.

#### Sole Offal Mixed

Best interest in bellies at 25-26c range with buyers pressing for 24c level but less movement heard here. Some tanners say this business is normal but there is general feeling that overall business is better than expected for this time of year. Even single shoulders find some interest although prices are all over the lot. Best sales in mid-40's for lights. Double rough shoulders steady at 52-53c and down; heads at 16-17c, fore shanks 15-17c and hind shanks 17-19c.

#### Calf Mixed

A considerable amount of interest reported in calf leathers by Boston tanners. Despite recent increases of 3-5c in finished leather prices, buyers have not been scared away. The steady to strong undertone of calf-skin market is one reason. More important is anticipated demand for calf shoes this fall.

Best grade men's weight calf listed at \$1.14 and down. Best interest at 95c and down. Women's weights bring about 98c and below with interest here at 78c and below. Suede fair at \$1.05; more interest at 95c and down.

#### Sheep Steady

Nothing new in Boston, say sheep-skin leather tanners. No change of significance in pickle skin situation and tanners have little or no leeway on prices.

Russet linings move best at 22c with good demand from Southwest, particularly cowboy boot manufacturers. Boot linings do best at 22-25c. Chrome linings fairly busy at 30c and below. Some tanners ask up to 31c. Colored vegetable linings 26-27c and down. Additional one cent also heard in some quarters.

### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1951 HIGH
CALF (Men's HM) .....	85-1.14	80-1.08	70-95	85-1.10
CALF (Women's) .....	80-98	75-92	60-85	80-1.03
CALF SUEDE .....	80-1.05	80-1.00	70-95	85-1.10
KID (Black Glazed) .....	75-90	75-90	70-1.05	75-90
KID SUEDE .....	80-96	80-96	70-95	80-96
PATENT (Extreme) .....	56-62	56-62	55-80	56-60
SHEEP (Russet Linings) .....	18-32	18-32	18-30	18-32
KIPS (Combination) .....	56-60	55-57	48-52	56-60
EXTREMES (Combination) .....	51-54	51-52	45-49	54-56
WORK ELK (Corrected) .....	38-44	36-42	38-42	38-46
SOLE (Light Bends) .....	65-68	66-68	72-75	68-72
BELLIES .....	25-26	23-25	23-25	26-27
SHOULDERS (Dble. Rgh.) .....	50-53	50-53	50-55	50-55
SPLITS (Lt. Suede) .....	31-36	34-36	36-38	35-39
SPLITS (Finished Linings) .....	18-22	18-22	15-20	24-26
SPLITS (Gussets) .....	15-17	15-17	18-22	18-20
WELTING (1/2 x 1/2) .....	7 3/4	7 3/4	12 1/2	8
LIGHT NATIVE COWS .....	19	16	16 1/2-18 1/2	20

All prices quoted are the range on best selection of standard tannages using quality rawstock.

### Side Moving

Boston side leather tanners still report good volume of sales. Most tanners find business well above volume expected for this time. Few looked for such interest before Leather Show. The business continues despite strength in hide market which has reversed downward trend of several weeks ago. Tanners feel buyers are convinced market will not go lower for some time. If poorer take-off hides and skins can show this strength, there is little prospect of declines in better hides to come.

Prices mixed but on the strong side. For most part, combination-tanned extremes in wanted 4-4½ oz. skins bring 51-52c and below. HM weights at 53-54c and below. Not too much leather around. Large spreads at 43-45c and below. Work shoe 38-42c.

Combination-tanned kip sides 49-58-60c for HM weights; 48-57c for M weights. Full grain vegetable kip sides at 59-69c.

### Splits Good

Split leathers continue to do active business in Boston. Strength of hide market and in other finished leathers reflected here. Tanners report good interest at steady prices.

Prices as follows: heavyweight suede splits 40-42c on average with some asking up to 44c for black and colors. Women's weight suede splits 31-36c for black, 36-38c for colors. Linings at 18-22c for best interest, gussets 15-17c.

Flexible innersole splits bring 24-29c for 3½ oz. skins. H. weights still 33-38c. Lightweight naturals find good business at 18-23c; heavyweights 29-34c.

### Kid Better

Kid leather tanners of Philadelphia report business definitely on the up-grade. Black suede still selling more than any other leather, but some tanners report business in black glazed. Nothing about white.

There seems little talk of colors around as far as glazed or suede are concerned. Some tanneries preparing some colors for Leather Show, but until trends are indicated no business anticipated.

Linings at a very satisfactory level right now. Slipper still quite slow. Most tanners reported crushed is not in demand; however there are those who are doing some business in this type of leather. All price lists unchanged. The situation around prices is changed, however, as tanners get

their asking prices more easily as the demand increases.

### Average Prices Quoted

Suede 32c-96c  
Glazed 25c-92c  
Linings 25c-55c  
Slipper 25c-60c  
Crushed 35c-75c  
Satin Mats 69c-\$1.20

### Work Glove Firm

A very firm undertone to the market for work glove leather. Demand good for most weights and tanners able to book substantial business again this week at going prices. Advancing trend in the hide market during past few weeks has encouraged some buying and tanners have little or no difficulty in realizing their list prices.

Another factor which has stimulated buying has been the continued good business in work gloves, reflecting steady consumption as a result of the high rate of industrial activity throughout the country.

Work glove splits in LM weight are quoted at 14-15c for No. 1 grade, 13-14c for No. 2 grade and 12-13c for No. 3 grade. For M weight alone, a range of 16-17c is still quotable for No. 1 grade, 15-16c for No. 2 grade and 14-15c for No. 3 grade.

### Garment Unchanged

Situation has remained more or less the same during the past week. Demand surprisingly good and some tanners report booking horsehide garment leather business for delivery through March and even ahead into April. These sellers indicated that meeting delivery schedules and urgent requirements from their customers is quite a problem because most outlets for leather want immediate or fairly nearby shipments.

Good tannage horsehide garment leather sells readily at 40c and down and around 35-36c seems to be average price basis. Sheepskin garment leather also has had some call at 32c and down for suede and 30c and down for grain types, and on a volume basis wanted around 27-28c. Better tannages, however, are not as easy to obtain under the 30c mark.

### Bag, Case and Strap Good

Business described as fairly good in some quarters during the past week. There has been some placement of orders with regular outlets covering their requirements in a routine way. Despite this business, however, demand seems to lack the snap in other types of leathers.

Case leather remains around 46-

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*Fashionably Soft for comfort. Most Adaptable to laced moccasins and casuals . . . finest full grain you've ever seen!*

**SHOE SPLITS:** Grain finished for mellow chrome uppers . . . Retan for soles . . .

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**ADRIAN  
X-RAY  
Shoe  
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*Visual fluoroscopic inspection—no fingertip searching to locate sharp tack points. Shows entire shoe interior, shank, staples, at a glance.*

*Faster—one employee with Adrian X-Ray can do the work of two using other means. Easy—requires no training to operate with expert efficiency.*

*No Installation Problem—One self-contained unit on castors for easy location — uses ordinary 110 volt, A. C. current — only 30" x 30" floor space.*

*Class A, Cabinet Type Unit — Totally enclosed, totally protective. Built to American Standards Ass'n. Specs. Guaranteed — Sold outright or leased.*

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48c for 2/3 ounce, 48-50c for 3/4 ounce and 50-52c for 4/5 ounce. Grade A russet strap leather quoted at 56c for 4/5 ounce, 58c for 5/6 ounce, 60c for 6/7 ounce, 62c for 7/8 ounce, 64c for 8/9 ounce, 67c for 9/10 ounce and 70c for 10/11 ounce. A discount of 3c from above prices is quoted for Grade B and an additional discount of 6c for Grade C.

Premiums over the above russet prices are charged to the extent of 2c for colors and 3c for glazed.

### Belting Fair

Belting leather tanners of Philadelphia, while describing business as "fair," say it is really better than in previous few weeks and all indications point to increasing activity. Recent activity among curriers has not yet affected rough leather tanners to any great degree since former were pretty much stocked up.

Hide prices, while firming up, have no effect on asking prices of tanners. No. 2 lights remained at \$1.00, medium at 94c; No. 3 light quoted at 95c and medium at 88c.

Shoulders also selling well, both rough and curried.

Curriers report they are having

good business with the demand still covering entire range of butt bends in grade and weight. Prices unchanged and tanners are getting them.

### AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selec.	No. 2	No. 3
Butt Bends	1.30-1.35	1.25-1.31	1.13-1.27
Centers 12"	1.61-1.64	1.51-1.55	1.39-1.45
Centers 24"-28"	1.56-1.58	1.49-1.52	1.40-1.53
Centers 30"	1.47-1.52	1.41-1.47	1.31-1.43
Wide Sides	1.21-1.25	1.15-1.21	1.05-1.14
Narrow Sides	1.15-1.17	1.10-1.13	1.00-1.07

Premiums to be added: Ex Light, plus 5c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

### Glove Leathers Quiet

This is a normally quiet period in the leather business of Fulton County. Prices still firm and there is some evidence of the breaking down of price resistance. A few glove manufacturers have reported fair bookings for Fall business.

Some interest shown in men's grey suedes at 36c and 28c. Modest call for goatskins. One dealer offering goats at 35c, 30c and 25c. Another dealer gets 42c for the number ones and 38c and 34c for the lower grades. These are made on the European variety.

Not much call for pigs. Prices firm from \$1.00 down. Best call for Cabrettas is in the 35c to 50c range. There is no pep to the business.

### Tanning Materials Firm

Raw Tanning Materials quotations continue firm; buying interest spotty. Tanning Extracts steady and prices unchanged. Tanning Oils market generally unchanged.

### Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag	\$75.00
Wattle bark, ton "Fair Average"	\$104.00
"Merchantable"	\$100.00
Sumac, 28% leaf	\$120.00
Ground	\$120.00
Myrobalans, J. 1's Bombay	\$46.00
Sorted	\$48.50
Genuines	\$53.50
Crushed 40%	\$63.00
Valonia Cups, 30-32% guaranteed	\$66.50
Valonia Beards, 42% guaranteed	\$88.00
Mangrove Bark, 30% So. Am.	\$59.00
Mangrove Bark, 38% E. African	\$79.00-80.00

### Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	4.25
Tank cars	5.10
Barrels, c.l.	5.42
Barrels, l.c.l.	
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	10.92
Bags, c.l.	11.65
Bags, l.c.l.	
Cutch, solid Borneo, 55% tannin, plus duty	.08%
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0625
bbls. c.l.	.06%
Oak bark extract, 25% tannin, lb. bbls. 6 1/2-6 3/4, tks.	.06%
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l. (plus duty)	.11 31/64
Solid clar., basis 64% tannin, c.l.	.12 3/16
Wattle extract, solid, c.l. (plus duty) East African	.10%
Wattle extract, solid, c.l. (plus duty) South African	.11%
Powdered super spruce, bags, c.l. .05%; l.c.l.	.05%
Spruce extract, tks., f.o.b. wks.	.01%
Myrobalan extract, solid, 55% tannin (plus duty)	.07%
Myrobalan extract, powdered, 60% tannin (plus duty)	.10
Valonia extract, powdered, 63% tannin (plus duty)	.10
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11%
Oakwood, Swedish, solid, 60-62%	.11%
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11%
Larchbark, powdered, Swedish spray-dried, 58-60%	.12%

### Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	90-95
Cod, sulphonated, pure 25% moisture	13-13 1/2
Cod, sulphonated, 25% added mineral	.12
Cod, sulphonated, 50% added mineral	10 1/2
Castor oil, No. 1 C.P. drs. l.c.l.	.28 1/2
Sulphonated castor oil, 75%	.26
Linseed oil, tks., f.o.b. Minn. drums	.152
Neatsfoot, 20" C.T.	.32
Neatsfoot, 30" C.T.	.30
Neatsfoot, prime drums, c.l.	.16
l.c.l.	.18
Neatsfoot, sulphonated, 75%	.16 1/2-17 1/2
Olive, denatured, drs. gal.	2.05
Waterless Moellon	14 1/2-15
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11-12
Common degrass	.18-20
Neutral degrass	.30-31
Sulphonated Tallow, 75%	.11-12
Sulphonated Tallow, 50%	.07-.08
Sponging compound	.13-14
Split Oil	.11-12
Sulphonated sperm, 25% moisture	.14-15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.16
Petroleum Oils, 150 seconds visc., Tks., f.o.b.	.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b.	.14



**EAGLE**      **OTTAWA**  
Corrected Grain      Corrected Grain  
Elk Sides      Elk Sides

**MERICAN**      **WOLVERINE PRINTS**  
Full Grain      Corrected Grain  
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*Chrome Retan Sole Leather*

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AGENTS

Chicago, E. Block      128 N. Wells St.  
Boston, Slattery Bros.      210 South St.  
New York, Simon Tannenbaum      100 Gold St.



# TRADING MODERATE AS HIDE MARKET HOLDS STEADY

*Interest Generally Widespread Although Some Price Resistance Noted*

## Packer Hides Steady

Market prices for big packer native selections held steady this week at advanced levels registered in preceding period. Good interest again shown by upper leather tanners for practically all light hides and one selection, light native steers, brought a half cent premium or 19½¢ for low grub St. Paul production while other points sold at the 19¢ mark.

Feature business developed in heavy native steers at unchanged prices, one big packer alone selling 5,800 from Chicago and river points at 13½¢. St. Paul production bringing ½¢ premium or 14¢. Late last week heavy native cows scored an additional ¼¢ advance with a total of 11,000 rivers selling at 15¢ and 1,400 northrens at 15½¢.

While specialty and upper leather tanners have provided the packers with a good demand for their native hides and light descriptions such as light Texas and ex. light Texas steers, they have difficulty interesting sole leather tanners in heavy branded steers and branded cows at ½¢ ad-

vances, paid only for a few scattered lots. Also, as production is seasonally running to heavy hides, particularly steers, they felt it unnecessary to boost the market any higher for available supplies.

## Independents Hold

Several of the outside midwestern independent packers have sold hides at the latest established big four market prices. Late in the preceding week, a Minnesota packer sold 1,400 Austin branded cows at 14¢ and 600 heavy native steers from the same point at 14¢. One of the independent Iowa packers sold 6,000 February heavy native steers at 13½¢. Packers' Assn. sold 900 heavy native cows at 15½¢.

Last reported trading in the New York market involved 1,000 Brooklyn branded steers at 12¢ for butts and 11½¢ for Colorados. No new developments reported on the Pacific Coast market.

## Small Packers Steady

Some price resistance shown on the part of both upper and sole

leather tanners this week. Some small packers, of course, have been asking additional advances on their productions and their ideas of value often well above the going market.

A certain amount of interest shown at steady prices, however, such as 50-52 lb. avg. at 16¢ selected fob. shipping points for good plump hides. One car of slightly heavier hides averaging 52-53 lbs. sold on that basis this week. Intimations that 16¢ was bid on a flat basis for some 48-50 lb. average small packers but sellers asked 16½¢ or better.

A bid on 51-52 lb. avg. small packers at 15¾¢ flat refused and 16¢

- IIIIII
- SPRUCE EXTRACT
- IIIIII
- POWDERED SUPER SPRUCE
- IIIIII
- LACTANX
- IIIIII

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PROCESS COMPANY

GENERAL OFFICES  
500 Fifth Avenue  
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OPERATING PLANT AT  
Erie, Pa.

## HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Feb. 19	Close Feb. 11	High For Week	Low For Week	Net Change
April	16.95B	16.95T	17.15	16.80	—
July	15.90B	15.95T	16.04	15.78	—05
October	15.40B	15.60B	15.65	15.35	—20
January	15.10B	15.30B	15.40	15.00	—20
April	14.80B	15.00B	15.13	14.45	—20
July	14.55B	14.80B	14.95	14.60	—25

Total Sales: 205 lots

## HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers	13½-14	13½-14	12	13	28
Light native steers	19	19½	19	20	31½
Ex. light native steers	22	22	20	21½	34
Heavy native cows	15	15½	14½-15	13	13½
Light native cows	19	18	19	16	16½-18½
Heavy Texas steers	12½	12	10½	12	25
Butt branded steers	12	11½	10½	12	25
Light Texas steers	17	16½	15½	17	29½
Ex. light Texas steers	20	20	17½	18½	32
Colorado steers	11½	11	10	11	24½
Branded cows	14	14½	13½-14	13	13½
Native Bulls	11	11½	11	11½	20
Branded Bulls	10	10½	10	10½	19
Packer calfskins	47½-57½	47½-57½	42½-50	30	37½
Packer kipskins	32½-40	30	29	26	31



If you want to see my father it will cost you ten bucks—he's a doctor and he knows Salem Oil & Grease Company's 7 ways to treat leathers to make them more sales-producing.



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**FOR THE LEATHER INDUSTRY**

*for purity, uniformity, full weight, specify*

**"NATURAL"**

**BICHROMATE OF SODA**  
**BICHROMATE OF POTASH**

**NATURAL PRODUCTS REFINING CO.**  
 902 GARFIELD AVE., JERSEY CITY 5, N.J.

SEP-103

asked. Efforts of some buyers to obtain thinner and spreadier hides around these average weights at 15c were not very successful.

Southwestern light hides firmer, two cars of 41 lb. avg. selling at 18 $\frac{3}{4}$ c flat fob. as compared to some earlier business at 18 $\frac{1}{2}$ c. Some good plump Texas 40-41 lb. avg. hides have brought as high as 20-22c depending upon quality.

Heavier small packer hides such as 58-60 lb. avg. last reported sold in the midwest at 14c selected fob., several cars changing hands. Later, some sellers asked 1-1 $\frac{1}{2}$ c higher. Some interest for small packer bulls of around 80-85 lbs. avg. at 10c selected fob.

#### Country Hides Hold

Country hide market has had a steady to firm undertone at latest trading levels. Good mixed lots of country hides averaging up to 50 lbs. and even a shade heavier have sold at 12-12 $\frac{1}{2}$ c flat trimmed fob. shipping points and good locker-butchers free of renderers have brought 13c. Some good lots of all renderer hides averaging up to 48-50 lbs. have brought 11 $\frac{1}{2}$ -12c flat trimmed fob.

Glue hides have ranged higher on scattered trading at 10-10 $\frac{1}{2}$ c fob., the outside price for light avg. No. 3's. Country bulls rather scarce at 7-7 $\frac{1}{2}$ c fob. for carload lots.

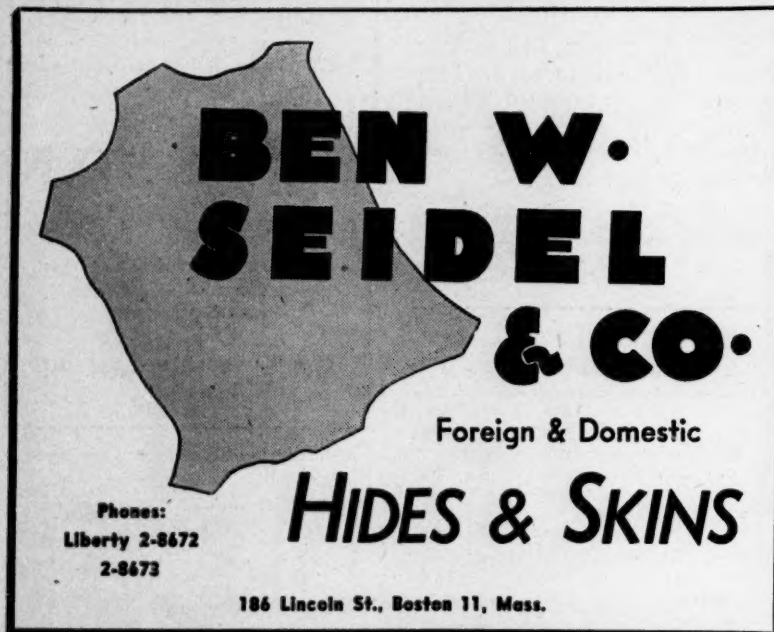
#### Calf and Kip Moderate

Moderate amount of business done in big packer kip skins. One big packer late last week sold 2,000 northern kip at 40c and 800 overweights at 33 $\frac{1}{2}$ c; small plant productions involved were accumulated and sold from Chicago. Another big packer sold a car of Nashville overweights at 32 $\frac{1}{2}$ c.

This week, the latter seller sold 3,400 northern overweights also at 32 $\frac{1}{2}$ c and a Big 4 packer cleared 900 on the same basis. Southern kip and overweights last reported available at 35-30c respectively.

Little activity in big packer calf-skins following recently effected sales at higher prices. One packer, however, did offer 7,500 Eau Claire calf at 55c but tanners would only bid last trading basis of 50c for lights and 52 $\frac{1}{2}$ c for heavies from that point. Big packer slunks remained nominally unchanged at \$2.10 for regulars and 80c for large hairless.

Small packer kip quoted up to 31-32c selected with overweights 5c less. Last trading in good small packer calf in the range of 40-45c. One car



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 For High Lustre Colored Leather  
 (Kid, Sheep, Calf and Side)

**JOSEPH O'BRIEN LEATHER FINISH CORP.**  
 Office: Little Falls, N. Y.  
 Plants: Little Falls, N. Y. and Danvers, Mass.

of mixed small packer and city butcher allweight calf sold at 35c.

Country skins had some call around 19-20c for calf and 17½c for kip in carload lots fob. shipping points. Some sellers inclined to try for higher prices but buyers have been slow to reach.

#### Horsehides Same

Market holding unchanged but very firm at \$8.75-9.00 for untrimmed and \$8.00-8.25 for trimmed lots of northern slaughterer whole hides.

Federally inspected slaughter of horses in Jan. this year totaled 25,276 head compared to 31,035 in Dec. and 29,832 in Jan. 1952. For the year 1952, inspected horse slaughter totaled 357,086 head compared to 340,287 for 1951. Some authorities state that Feb. slaughter has been at a declining rate.

Fronts quoted unchanged at \$6.00-6.50. Butts \$3.00-3.50 as to quality for 22" and up.

#### Sheep Pelts Firm

Shearlings and clips firm. Offerings light and attributed to seasonally small production while demand has held up well.

Big packer clips have brought \$3.00, No. 1 shearlings \$2.40, No. 2's \$1.60 and No. 3's \$1.00-1.10. Some interest was shown for good packer February wool pelts at \$4.70-4.80 per cwt. liveweight basis and one car was reported sold at the outside price but more available while inside price was later best bid.

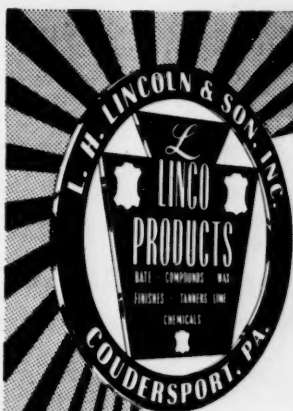
Full wool dry pelts last reported sold at 29c delivered. A car of pickled skins sold 25c off at \$13.25 per dozen flat for sheep and lambs. Quality seasonally declining with lambs showing more cockle.

#### Dry Sheepskins Limited

A little business noted during the past week but volume is still limited as generally buyers and sellers cannot seem to get together on price. Shippers at origin are quite firm in their views and show reluctance to accept lower counter bids.

Several thousand dozen Mochas sold for shipment involving blackheads, 150/160-lbs., at 48c per lb. c&f for number twos and number threes while whiteheads, 190/200-lbs., sold at \$8.25 per dozen c&f. Addis-ababa butchers firmly held at \$14 per dozen, considerably over the ideas of buyers here. No offers of Nigerians.

Brazil cabrettas have quieted down as shippers are holding back offerings in anticipation of higher exchange. Cape gloves continue to sell to England at prices over what



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## AQUAFLEX

Emulsions for Garment, Shoe, Bag, Belt, Glove, Linings and Fancy Leathers.

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A paste for pasting all kinds of leather.

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14 Sagamore Rd.  
Marblehead, Mass.



buyers here are bidding. Other varieties of hair sheep slow and nominal offers to lack of offerings.

At the Australian wool sheep auctions, Melbourne reported market generally par to one pence dearer on offers of 29,600 skins and Sydney stated sheep, 56's and up, two to four pence lower; medium and coarse cross-bred sheep par to one pence dearer, all others irregular without much change on an offering of 52,000 skins.

#### Pickled Skins Move

New Zealand skins continue to move freely and at higher levels. On a tender of 5,000 dozen "Wallacetown" lambs, 92/10 shillings was paid by U. S. while Europe took 600 dozen "Feilding" sheep on tender at 132/10 shillings and 650 dozen "Waitara" sheep at 135/4 shillings.

On direct sales, U. S. purchased 10/15,000 dozen North Island lambs at 87 shillings and South Island lambs at 83-92 shillings, depending upon brands. Some offers of Argentine pickled sheep at \$17.75 and lambs at \$13.75 per dozen. Iranian pickled sheep strong; small supply.

#### Deerskins Firm

Although tanners show very little interest, offers limited and shippers generally firm in their ideas. Selling

quarters state they have not been receiving any offers lately of Brazil 'jacks.' Siam market slightly lower following late sales and offers at 63c c&f. not taken.

New Zealand market steady with last sales at 83c cif. and while not many offers noted, sellers feel buyers would take on additional quantities at that level.

#### Reptiles Spotty

Not much business as wanted lines difficult to obtain. Madras bark tanned whips moving in a limited way with prices varied as to shippers. Some sellers claim they can realize 63c for 4 inches up, averaging 4½ inches, 70/30 selection, but shipper holding firm for 66c.

There was an offering of 25% 4 inches up, averaging 4¾ inches combined with 75% averaging 4½ inches, 60/40 selection, at 64c while for equal amounts of skins averaging 4½ inches and 4¾ inches, 70/30 selection, up to 74c asked.

Cobras, 4 inches up, averaging 4½ inches, 60/40, offered at 45c and skins averaging 4¾ inches, 70/30, at 50c. Some offers of alligators but at prices too high for buyers here.

Offerings of Java ring lizards at \$1.85, last trading basis for 25 centimeters and up, averaging 32 centi-

meters, 50/50 selection. Some Siam ring lizards, 60/40 selection, sold at \$1.85 c&f.

Brazil back cut tejus are moving with latest sales at 81-82c fob. basis 20/60/20 assortment, 90/10 selection. Shippers generally ask up to 90c fob. on new offers, but buyers slow to follow. Some 17/19 centimeters sold at 24c fob. Giboias held at 50-52c fob. Good demand for wet salted Colombian iguanas but none available.

#### Pigskins Hold

Undertone firm and not many offers coming out, particularly from Brazil. Some Manaos grey peccaries sold at \$2.00 fob. while blacks nominally quoted \$1.60 fob. Export sales Manaos greys \$2.15 fas. Sellers ask \$1.70 fob. for Colombian peccaries, 70% greys and 30% blacks.

Although there were sales of Bolivian grey peccaries at \$1.65 and blacks at \$1.45 c&f., some other offers at slightly less.

Peruvian market firm due to restrictions on hunting at the present time and sellers unwilling to shade asking prices on available unsold stocks. Spot Para black peccaries sold \$1.65 basis mfrs. Good demand for dry Chaco carpinchos with sales at \$3.10 fob. and subsequently bids of \$3.15 c&f. refused.

NICK BEUCHER, Jr., Pres.      JOHN LINDQUIST, V. Pres.

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AMERICA MAKES THE WORLD'S FINEST LEATHERS  
EGG YOLK PLAYS A ROLE  
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Manufacturers of Leatherworking Machinery since 1858  
**5000 Spring Grove Ave., Cincinnati, Ohio**

## STYLESCOPE

(Concluded from Page 77)

honey tones important because they are the neutrals which not only go well with many winter costumes, but lend them brighter note.

**Patent leather, which is having exceptional Spring, destined for some play this Fall.** Will be used largely as trim, especially in heels to give life to otherwise simple style, and in combinations. Promotion colors in patent hold some potential, but this remains to be seen. It is more than likely, however, that now that this leather has staged a revival this Spring, liking for patent will carry over into Fall and Winter in minds of fashion-conscious consumers.

**Men's shoes continue toward sleek lines.** This feeling for neatness, with fewer trimmings, especially dominant in better grade dress shoes. Young men still ask for ruggedness, but even here there is more emphasis on good lines of styling rather than in "gingerbread."

**Color news here is return of black.** This color has been a dead duck in men's shoes for years now. However, is making slow but steady headway into male consciousness. Good for shoe business now, as black shoe sales are, in large part, extra sales. One representative states, however, that once black shoes are established, men will wear black all day long and in evening too. He believes that at least under present conditions men will wear brown during day and change to black for dress.

**Does this indicate that men's shoe industry is pessimistic?**

We should judge so. A trend is started. The reasons why are not so important at this point. The important thing is that this trend be exploited for all its worth with all its angles. Black shoes are coming back because men are becoming more shoe-fashion conscious. They won't wear same pair of brown shoes with a dark suit, or navy suit for dress wear. Men's shoe industry need only to keep alive in consumer's mind, the rightness or wrongness of various types and colors of footwear for various occasions and types and colors of dress, and there'll never be another situation as has been existing with same old brown being worn all day long. Black is returning because it is fashion-right. Up to men's shoe industry to keep it—as well as brown—fashion right.

**Tassel casual for men moving into volume line.** This shoe started in extremely high priced lines, moved down last season into moderately-high priced lines and now threatens to sweep nation. Rising popularity of tassel type rapid. Men just plain like it. Are now beginning to wear it for town wear. It is growing in popularity in black. Surprisingly, in this color it is being used for dress wear. Other types of casuals, and especially gored shoes, steadily increasing. Casuals will do well in Fall and Winter lines, although considered more a Summer shoe.

*Rosalie Mary Gaudin*



## The Genuine Buck For DISTINCTIVE FOOTWEAR

### BOOTH 26

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March 3-4, 1953

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white pink blue yellow

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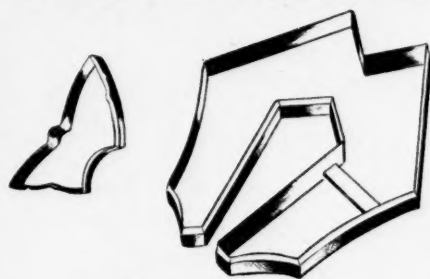
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Max Rosenberg, Inc.  
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Irwin C. Wehmeyer  
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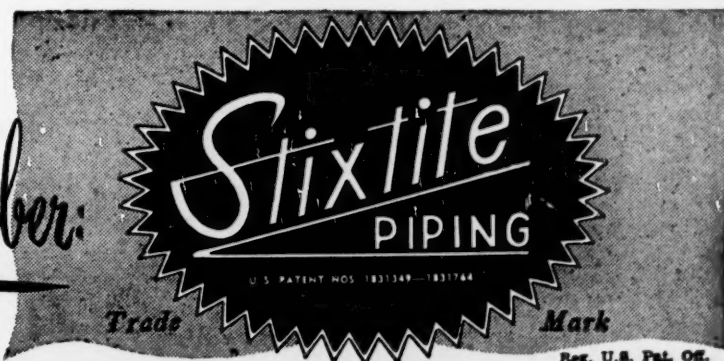
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# NEWS QUICKS

About people and happenings coast to coast

## California

• **A. K. Salz Co.**, Santa Cruz tanner and finisher, reports that the full page advertisement featuring California Saddle Leather which it ran in the *New Yorker* last Dec. has been awarded recognition as one of the fifty most outstanding magazine advertisements to appear in 1952. Award was made by *Advertising Agency*, a trade publication.

## Wisconsin

• **Bernard Sternberg, Sr.**, has been elected president of **Pied Piper Shoe Co.** of Wausau, Wis. He succeeds former Mayor Otto Muenchow, one of the firm's founders and president for the past 18 years. **Lloyd Luebner** was named treasurer. Re-elected were **C. L. Barthels** and **W. W. Kiss**, vice presidents, and **F. E. Bachhuber, Jr.**, secretary.

## Maine

• **Hammond Shoe Co.**, Bangor, has succeeded the former **Hammond Moc-casins, Inc.** **A. Hammond** is president and **Sidney Schiro** is treasurer.

• Individuals and corporations that put up \$100,000 in bonds to help build the **Saco-Moc Shoe Corp.** plant in Portland three years ago are slated to get their money back with interest on March 9.

## Pennsylvania

• **Harry Toller** has filed registration certificate to trade as **Atlas Leather Goods Co.**, in Philadelphia.

• **Eddy Shoe Co.**, Philadelphia shoe wholesaler, has filed bill in equity against District 76, Distributive, Processing & Office Workers of America, charging the union and members have committed unlawful acts against the company.

## New Jersey

• Receiver has been appointed in the bankruptcy matter of **David Sandow**, trading as **Trenton Jobbing Mfg. Co.** and **Trenton Surplus Center**, Trenton wholesale, retail, and mail order shoe firm, it is reported. Bond is set at \$5,000.

## Washington

• **Washington Leather Co., Inc.**, Seattle leather and findings firm, is reported to have discontinued business.

## New York

• **Burstein Bros.**, New York ladies' handbags manufacturer, has filed voluntary proceedings under Chapter XI of the Chandler Act, listing liabilities of \$179,645 and assets of \$54,000. Settlement of 35 percent is proposed. The firm operates a plant at Easton, Pa.

• **The Guild of Better Shoe Manufacturers** will open its fall showing of shoes during the week beginning April 17 at member showrooms in New York.

• **Zabelle Shoe Co.**, New York wholesaler of cancellation shoes, is reported discontinuing the wholesale business in favor of retail operations at Bridgeport, Conn.

• **Heller Shoe Mfg. Co., Inc.**, has been incorporated at 295 Madison Ave. to handle footwear in New York City.



## ON A SAFARI AS IN SHOES GOOD BACKING PAYS OFF

Natives with good strong backs are needed on a Safari—and quality backing is demanded by experienced shoe manufacturers.

Through 85 years of successful experience, Windram has become noted for two important skills: **KNOW-HOW** and **SERVICE**. The right combination to solve your problems about new styles—new fabrics—special materials—and unusual weights. So bring your next backing problem to Windram to solve.

**WINDRAM**  
COMBINING—ELASTICIZING  
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# It's a Great Opportunity when the Best Costs Less!

Shoe manufacturers using Shain Nylon Mesh and Nylon Lace (this includes the biggest names in footwear) have *not* been faced with advancing prices. Through foresighted purchases and planning, Shain prices still remain at original low levels.

This is all the more remarkable because it is recognized that Shain sets the standard of quality in nylon

meshes. Specifically designed for use in shoes only, these fine nylon meshes are made heavier with a costly, permanent, easy-to-clean, crease-resistant finish found nowhere else. Result: lower production costs and the smallest returns of nylon mesh shoes in the industry! When the best costs you less, can there be any question of where to buy?

**and here's more excitement!**

A black and white illustration featuring a shoe with a decorative, perforated pattern. A large, tilted sign is placed over the shoe, containing text. The background is filled with a dense crowd of stylized, line-drawn figures, some holding cameras, suggesting a high-profile event or a popular product launch.

Everybody wants to see  
Shain's fascinating new  
"Capri" design in  
**NYLON LACE**

*Write today for a  
swatch of this exciting  
new Nylon Lace design!*

**VISIT US AT THE SHOW! March 1-4, Suite 833-834, Belmont Plaza, New York**

## *Shain*

**AND COMPANY, INC.**

*Established 1907*

**184 LINCOLN STREET, BOSTON, MASS.**

**REPRESENTATIVES IN ALL PRINCIPAL SHOE CENTERS**

- The New York Superintendents' and Foremen's Association has announced appointment of the following committee chairmen for the 1953 business year: **Pat Pisano**, journal; **Harry Levy**, dinner; **Moe Rosner**, entertainment; **Larry Engel**, welfare; **Sam Gruber**, investigating; **Louis Pisano**, charity; **Jack Moran**, publicity; **Larry Engel**, education; **Irving Bederson**, sick; **Anthony Serino**, hospitalization; **I. William Levy**, unemployment; **Dave Levison**, house; **Jules Schneider**, by-laws; and **Anthony Serino**, house rules.

- Assets of **Wayne's of New York, Inc.**, slipper manufacturer, were sold at public auction in New York on Feb. 11. Negotiations to continue the business failed because of debtor's inability to raise funds.

- Plant of **Morris J. Weisburd**, Brooklyn footwear manufacturer, was destroyed by fire recently, it is reported.

- **Lester Leber Co.**, of New York City, has been appointed advertising agent for **Columbia Combining Co.**

- **Kaufman & Falk, Inc.**, New York leather merchant, is moving to new quarters at 35 Spruce St. where it will be open for business on March 1.

- **Carmine Laudate** has returned to Hobby Footwear where he was packing room foreman before joining **Jaycee Footwear Co.** six months ago. The latter firm is now reported in financial difficulties.

## Georgia

- Adjudication in bankruptcy has been entered against **Metter Department Store** in Metter, it is reported.

- Meeting of creditors of **Bresler Shoe Mfg. Co., Ltd.**, Atlanta women's footwear wholesaler, was held Feb. 5 in New York City.

## Massachusetts

- Assets of **Lynn Novelty Shoe Corp.**, Lynn footwear manufacturer, were sold recently at bulk sale for approximately \$8,000 to a newly-formed corporation styled **Lynn Novelty Shoe Co., Inc.**, it is reported. The amount of purchase, it is believed, will result in payment of 18½ percent on claims of unsecured creditors. Principals in the new corporation are **Nicholas Morley**, president, and **A. Bosman**.

- **Arthur Ward** has purchased the business of **Snell-Atherton, Norcross, Inc.**, Brockton shoe machinery and tools maker, according to **Herbert B. Norcross**, owner of the firm. **Norcross**, who has been with the firm for the past 61 years and its owner since 1928, plans to retire from active business. **Ward** will retain the firm's present personnel and policies.

- **Jack Schoenfeld**, of **Petrou Shoe Co.**, in Haverhill, reports the firm is currently converting production from imitation leather Capezio shoes for women to full leather Capezio's to sell at \$3 to \$4 retail. Production, mainly for chains and mail order firms, is 40 cases daily.

- **Brownie Shoe Co.** is currently producing women's high wedgies in Haverhill under the direction of **Nathan Herman** and **Herman Brown**, formerly owners of **Brown Stitching Co.** Production of the wedgies, which sell at \$6 retail, is now 20 cases per day.

- Directors of **Dewey and Almy Chemical Co.**, Cambridge, have voted a dividend of 15 cents per share on \$1 common stock payable March 20



To make your shoes more sturdy, use **LEATHEROK**

Heel Base Board on your shoes

Tough and highly water resisting, **LEATHEROK**

gives shoes the added stamina for longer wear.

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App'd  
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Never before a leather like this!

We created it, and it's ours  
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"GLOVE  
LEATHER  
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that produces an undreamed  
of degree of shoe comfort . . .  
soft pliability . . . superb surface.

In all leading shades—and—  
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to stockholders of record March 10. The Company paid a 30 cent dividend a year ago March 20 and 15 cents on June 20, Sept. 20 and Dec. 20.

- International Fur and Leather Workers Union, AFL, was elected bargaining agent for leather workers at the **John J. Riley Leather Co.**, Woburn, in a National Labor Relations Board election held Feb. 5 at the plant. IFLWU deposed the Amalgamated Meat Cutters and Butchers Union, AFL, by a vote of 70 to 46. IFLWU now claims to represent all tanneries in the Woburn-Winchester area.

- **Louis Hamel**, of L. H. Hamel Leather Co., in Haverhill, has announced purchase of Essex Realty Corp. and an 8-story factory on Essex St. for Hamel Charitable Foundation, Inc. Hamel is president of the charitable organization.

- **Edwin Case Shoe Co., Inc.**, Boston retailer, has announced plans for opening a new branch at 41 Winter St., in Boston.

- Three new leathers will be featured at the Leather Show in New York by **The Brezner Division of Allied Kid Co.** All three — "Shag," "Butter-Soft," and "Oso-Soft"—have already proved popular with casual shoe manufacturers.

- **Consolidated Rubber and Plastics Co.**, formerly of East Boston, has completed its move to a larger plant at 403 Main St., in Melrose. The firm will show its complete line of platform materials, composition solings, and Click-Rite clicker pads at Room 1129 in the Belmont Plaza Hotel for the Allied Products Show.

- **Knapp Bros. Shoe Co.** of Brockton, and **Sioux Moccasin Corp.** of Harrison, Me., will exhibit their lines at the forthcoming National Sportsmen's and Vacation Show held Feb. 21 to March 1 at New York's Grand Central Palace.

- **Solomon - Schrenzel Co., Inc.**, fancy leather converter, is currently celebrating its 25th anniversary. The firm acts as New York agent for Willard-Helburn, Inc., of Peabody, Mass.

- Officials of **Franklin Tanning Co.** of Peabody, Mass., are "definitely" interested in locating the plant at the former Dover Film Corp. building in Dover provided zoning obstacles can be overcome, it is reported.



## Canadian Notes

• Roy Karn, president of the Canadian footwear manufacturing firm and chain store operator, **Agnew-Surpass Shoe Stores, Ltd.**, Brantford, Ont., reports net profit of 67c a common share for 1952's six months ended Nov. 30, after income taxes. This compares with 55c in same period of preceding year.

Sales, excluding inter-company sales, were up about 5½% in this period, he says, adding that indications are operations for both the plant and stores will continue at a "highly satisfactory level" for the balance of fiscal year.

• **Mount-Bel Shoe Mfg. Co., Ltd.**, has been incorporated by federal letters patent in Ottawa, with the head office to be in Beloeil, Que., and the authorized capital 75,000 shares of the par value of \$10 each. Incorporators are Laurier Bergeron, Yvon L'Heureux, and Rene Gratton.

• Sales of women's, misses' and children's shoes across the nation in department stores dropped 4% in dollar volume during Nov., 1952, compared with same month of 1951, with stocks dropping in value by 4.5%. Sales of men's and boys' shoes declined 7.3% in this period and stocks fell 10.9%.

• Chain shoe store sales across Canada dropped 7.7% in dollar volume during Nov., 1952, compared with Nov., 1951, but value of their stocks advanced 4.7% in this period.

• Wholesalers' sales of footwear across the nation declined 7.7% in dollar volume in Nov., 1952, compared with same month of 1951, with value of their inventories dropping 7.3% in this period.

• Omer Bilodeau of Lasalle Slippers has been elected president of the **Montreal Shoe Technicians Group**. Other officers include Arthur Simoneau, superintendent of L. H. Packard Co., vice president; Lucien Gauthier, foreman at Narwil Shoe Co.; secretary-treasurer; and Rene Blouin and Lucien Laliberto, directors.

• There were 19 labor-management production committees in the leather and leather products industry at Sept. 30, 1952, according to the latest nationwide survey by Canadian Government which reports these committees not only increased the efficiency of such operations but also improved understanding between employers and employees in industry.



**U.S. PATENT OFFICE**  
**TRADE MARK REGISTERED**  
**ADE II TAN**  
**BETTER LEATHERS AT LOWER COST**

**Proves Itself  
 In a BIG Way!**

One of the nation's well known tanners (some years ago) found his leathers were not running uniform; quality varied; costs too high. To offset competition's inroads he had to find a solution. Our demonstrator showed him the effective value of one barrel of "ADE II TAN" for shortening his tanning time, with two other important results:—1. Increased production without increase in tanning equipment; 2. Uniformly better quality leather...Result? Today he is using "ADE II TAN" in carload lots. Tanning time cut 25% to 50%; costs reduced! "ADE II TAN" may be just the material you need, if you have a production problem to solve. An actual demonstration on request.

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*Hides, Skins, Sheep Pelts,  
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## SILVER JUBILEE

(Concluded from Page 8)

learn to work together toward price stability. Recent events point to a period of true normalcy ahead in which hide prices might be expected to fluctuate with the winds. Yet manufacturers and retailers must somehow be assured of a relative stability, of smaller price swings. Hide prices, he said, must be set by the price at which they will move into consumption.

Glass' feeling that the shoe industry has reached the stage where it can produce 500 million or more pairs of

shoes annually without fear of overproduction or over-loaded inventories (which amounts to the same thing) is supported by recent comments of Clark R. Gamble, president of Brown Shoe Co., and one of the country's leading shoe producers.

Gamble told a Brown sales meeting in St. Louis recently that a total production of 510 million pairs each year was safe since it would be supported by an increasing population coupled with the economy's productivity and buying power.

Here, again, Brown stressed the need for aggressive promotion, this time at the manufacturers' and re-

tailers' level. Without it, he added, the industry could not expect to win a greater share of the consumer's soft goods dollar.

Gamble's belief that the shoe industry is entering upon a new era in which it can expect to make and sell a half billion shoes each year is reflected in the opinions of other industry leaders. Men such as Maxey Jarman of General Shoe Corp., and Edgar E. Rand of International Shoe Co. have also gone on record to the effect that the industry can and should expect an increasing volume.

So as the first Leather Show of 1953 approaches, it becomes fairly evident that the show itself, sales-wise, will not suffer from an over-cautious attitude on the part of buyers. On the contrary, these buyers are convinced of the year's promise and need little convincing on that score.

## Got any puzzling shoe problems?

We've been solving them for generations. In 168 years this Bank has learned a lot about all phases of shoe production and marketing.

"The FIRST" lends more dollars to the shoe and leather industry than all other New England banks combined.

"The FIRST" has its own offices in Argentina and Brazil and correspondent banking connections throughout the free world . . . to give you on-the-spot contacts with the world's principal leather markets.

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## No Stumbling Block

There is, as usual, still another factor to be considered—one that can very easily influence the volume of buying to be done at and directly following the show. This is the question of prices. Fortunately, the price factor does not appear to be a stumbling block at the present time.

The recent strengthening of the hide market, after a temporary seasonal decline during the first month and a half of 1953, has about dispersed any ideas leather buyers might have entertained for an early lowering of leather prices.

Thus shoe manufacturers and other leather buyers will not be tempted to postpone their leather orders now in the hope of buying at lower prices later.

If anything, the rawstock market is showing signs of strengthening still further and tanners should find little tendency toward a sharp price resistance on the part of their customers. Many of these will undoubtedly go on the books for the greater part of the fall leather requirements within the next few weeks, just on the possibility that hide and leather prices will continue on the upgrade.

With buyers disposed toward buying and tanners finally aware of the necessity for aggressive selling, the 1953 Silver Jubilee Leather Show—the 42nd show, by actual count—appears well fortified with a silver lining.

## MEN'S SHOE AND LEATHER COLORS

(Continued from Page 14)

### Brushed Leather Colors For Town And Country Shoes And Resort Types

**Admiral Blue** . . . identical with same color in smooth leather, with which it is most often combined. All-over blue brushed leather shoes are liked especially in plain toe seamless oxfords and moccasin front ties and slippers. Dark Navy smooth or grained leather is often used instead of matching Admiral Blue for combinations with Admiral brushed leather. *Volume color.*

**Chestnut** . . . important because it mixes so well with other browns and tans in both smooth and grained leathers. Chestnut brushed leathers are available in calf, kid, and kip tannage, in splits and cowhide reversed leathers. To be used all-over or with trims of Brandy, British Tan, Comanche or Rocky Tan. *Promotion color.*

**Prairie Brown** . . . darker basic brown for combination with smooth or grained leathers in Bourbon, Corona Brown, Havana Brown or Comanche. New detailings of black bindings, welting and soles show up the rich brown tone. Also used all-over in brogues and slippers. In various tannages including calf, kid, kip and splits.

**Desert Copper** . . . especially suitable for allover sports and casual types for true country wear. An admirable color combined with Brandy, Lariat or Ambertone smooth or grained leathers. Genuine lizard in identical color is also combined with this bright rust suede.

**Slate Grey** . . . medium tone of grey for all-over moccasin slipper country types, for tassel tie resort models and for one- and two-eyelet ties in sports versions. Also used in combination with black, dark Navy or Charcoal Grey smooth or grained leathers. Dark Grey lizard is combined with Slate Grey suede for informal town types.

**Cameltone** . . . new color for use in combination with darker tans such as Brandy, Rocky Tan or British Tan. Also for sports models and resort types in all-over suede. *Promotion color.*

**Black** . . . grows in style importance in these type leathers. Black brushed calf, black brushed kid are both used increasingly for high-style leisure and resort models. Tassel tie, moccasin slipper, Derby one-eyelet tie and envelope fold tie are identified with new promotions of black suede in men's prestige lines. To wear specifically with new black slacks outfits or with black Shetland jackets. *Promotion color.*

For blends and contrasts with related colors in worsteds and flannels of novelty weaves associated with informal town clothes and country styles. Especially good with the color-flecked tweeds, Glen plaids and district checks used in the new way for town suits. With tweed or suede leather jackets for country wear shown in new tans, fawns, camel shades, blues and greys or in brighter rusts and teals.

To repeat the color of new novelty vests, in plaids, checks, tattersalls, flannels, felts, patterned tie silks and brocades. As worn with sports jackets and town tweeds. For extra pair sales of new type resort styles that freshen November stocks.

(Concluded on Next Page)

## KIRSTEIN LEATHER COMPANY

Tanners

**ELK, SMOOTH and SUEDE KID  
FLEXIBLE, SUEDE and LINING SPLITS**

**Tanneries at Peabody, Mass.**

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## MEN'S SHOE AND LEATHER COLORS

(Concluded from preceding page)

### Natural, Saddle And Bridle Leather Colors For Sport And Casual Shoes And Resort Types

**Smoke . . .** important new natural tone taken from traditional Indian tannage. In smooth and elk finish side leathers. Also in new glove-tan kips and veals. To be used all-over for heavily detailed moccasin front effects, for multi-stitched U-wing and two-eyelet oxfords. Also in new soft types with hand-stitched details.

**Lariat Tan . . .** popular natural light saddle tone, for smooth and glove-tan calfskins, and smooth and elk finish cattlehides. To be combined with Chestnut or natural tan brushed leather. Important in all tie and slip-on casual and sports types on wall lasts with heavy weltings or novelty detailings. Also in new soft types.

**Rocky Tan . . .** classic natural tone of veal, also shown in calf and kip semi-aniline, and in bark-tan leathers. For all-over use, particularly in multi-stitched moccasin front and mudguard patterns, or in hand-stitched moccasin effects in slip-ons and two-eyelet ties.

**Cedar . . .** warm cedar tone, with a ruddier cast than any of the other colors in this group. Developed in smooth and glove-tan veals and kips, also in elk finish cattlehide leathers. To be used all-over for slip-ons and unlined Derby front and two-eyelet ties. Also for hand-stitched moccasin effects. Combines with Camel-tone brushed in resort types.

These four colors are all *Promotional colors*.

**Black . . .** coming back as a fashion factor to reckon with in men's footwear. This is not one type of black finish nor one type of shoe—it is a whole new family of high-style black shoes to wear with those highly significant new men's apparel styles that we shall be reading more about as the new season plans are announced. Among these are: black cotton, rayon, blends and flannel slacks; black linen jackets, black silk summer evening jackets; black Shetland and Harris tweed jackets; black novelty vests; black snap-brim hats. Types of black leathers required for detailing in new shoes include: black brushed in all tannages; black soft grain and smooth calf, kips, veals and sides. Black sports leather, black alligator and reptile grains.

**White . . .** not as important for fall and winter in general lines. But it is still in wide use for professional shoes, for campus novelties, and for combinations in saddles and U-wing slip-ons. For the winter resort season all-over whites are expected to return in better acceptance in new slip-on and casual tie models. White buck and brushed leathers predominate; white smooth and grained leathers for special trims.

Highly favored range of colors for special Indian Summer promotions to wear late into November all over the country. Neutral color accents for all the important sports weaves and novelty materials.

Can be worn with tweeds, Shetlands, cheviots and flannels in all color ranges.

Excellent with gabardine slack and shirt leisure outfits, and TV togs.

First choice for campus wear with all the favorite tweed, leather, flannel and corduroy jackets and with novelty blazers and Eisenhower jacket outfits.

On campus, where novelty vests were first worn, these colors will be top favorites again this year as they were in 1952. Also linked with the new suede and capekin vests with knit backs in identical natural and saddle tones.



# CHARMOOZ

THE PERFECT SUEDE LEATHER  
BLACK AND COLORS

## AMALGAMATED LEATHER CO'S, INC.

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# The Specialist *Always* Gets Better Results . .

**I**N medicine or law or tanning, the specialist always does the better job, gets better results. We specialize in the tanning of Splits to give the shoe industry the best—the finest. (\*)

We specialize also in Softan Full Grain Cowhide for those manufacturers that require a better leather. (\*)

The way to be sure your shoes measure up to your quality standards, with assured uniformity, is to use Gebhardt leathers.

*Specialty Tanners:* SUEDE SPLITS, LINING SPLITS, SOLE SPLITS, SOFTAN COWHIDES.

*Also Tanners of:* GLOVE LEATHERS — SPLITS, BELLIES, SHANKS, HORSEHIDES,  
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**TANNERY:** GEBHARDT-VOGEL TANNING CO., 706 W. OREGON ST., MILWAUKEE

## PATENT LEATHER

(Concluded from Page 26)

tone colors: wines, blues, browns. Not even a fragmentary sign of the over-all black patent formal shoe returning.

As everyone now knows, the boom in patent started last August-September when shoe manufacturers started cutting for their Spring lines. The high-style and better grade manufacturers, of course, took the lead. But surprisingly, many others had "caught the scent" almost simultaneously, also starting patent cutting. And in no time a good share of the manufacturers were on the bandwagon.

Patent has already begun moving into volume lines. By next Spring it may well be the dominating leader in the volume field.

Thus, the first really big run on patent began just last Fall, will hold its momentum this coming Fall, and by the following Spring will be going into really high gear.

However, patent leather tanners are firm in their opinion that the public had been asking for patent for the past three years. Said one tanner, "The retailers just wouldn't believe it was true that the demand

for patent leather would hold. So they hedged season after season. Finally, however, the dam broke. They came to market wanting patent shoes, and the gold rush was on."

Strangely, too, fashion editors and commentators had been talking patent leather for several seasons. But responsive consumers complained that there just wasn't much patent around in the stores. Anyhow, all of a sudden, early last Fall, the whole thing suddenly sprouted as shoe business "discovered" patent.

What made conditions ripe for the patent boom? Insiders say that the long reign of suede had reached its saturation point, that the public was looking for something sharply different in leathers. So it went from one extreme to another—from the dull, nappy finish of suede to the smooth, shiny finish of patent. Important fashion shifts are usually to the extreme side when they occur. And that's just what happened here.

The Patent Leather Bureau, promotional arm of the patent tanners, has now been out of operation for nearly a year, after functioning for about four years. It is ironical that almost immediately after the Bureau

was abandoned, the demand for patent suddenly blossomed. As one patent tanner states, "The Bureau was up against it. It was trying to promote patent when the industry wasn't ripe for it. All its fine efforts were striking deaf ears." It is this tanner's opinion that unless "conditions are ripe for reception" of a material or a style, all the promotion in the world will be to no avail.

Patent is likewise having a boom in accessories, particularly in handbags and waistbelts. This creates a double-barreled interest in patent shoes. The use of patent accessories—especially where these are selected *first*—automatically sets up a natural demand for go-with patent footwear.

Some of the more optimistic patent tanners believe that the spread of patent accessories may prove something short of sensational: handbags, waistbelts, buttons, collars, gloves, compacts, cuffs, millinery—and some are even talking patent jackets for dress and sports wear. In any kind of a spontaneous fashion boom, anything *could* happen. As was pointed out, the most vital factor of all is present: the consumer is ripely receptive.



Exclusive Tanners of

## Shark Leather

OLCOTROP *Shark* and CARIBBEAN *Shark*

For The *Famous Shark Tip Shoes*

EASTERN *Shark* and CUBAN *Shark*

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to save you more and serve you better

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## KID LEATHER

(Concluded from Page 34)

because it is pinkish, not really a neutral.

And now, to view the new Autumn leathers through a stained glass window:

Wilton Beige, our nominee for a medium volume beige, along, with Gunmetal with black, with Essex Brown.

Audley Beige, taken from a heraldic window of an English family, a color to accompany alpaca and camel's hair coats.

Roundlet Gold, from the circular windows that tell poetical stories, and shoe wise for early Fall flats or casuals, and in a host of combinations.

September Rust and October Rust,

limited not to these months at retail, but inspired by the harvest windows depicting the calendar months. These hues have the unusual quality of appearing polished in glazed kid, and with an innate glow in suede.

Lorraine, from a French panel depicting the story of a merchant adventurer, and culled because it's rich.

Baccarat, a Brittany earthtone, found in home scenes in glass of the early centuries. This shade will accent a host of ready to wear colors.

Gothic Green, a beiges rather than yellowed hue, in windows of Gothic castles. This type of green has been successful at retail where it's been tried.

Guild Green, from a Guild crest. We're enthusiastic about this green because it is green, and in a medium

range, neither too light nor too dark.

Medallion Bronze, subtle, made to match the verdigris on a Zodiac medallion. This is in glazed kid and in shadow.

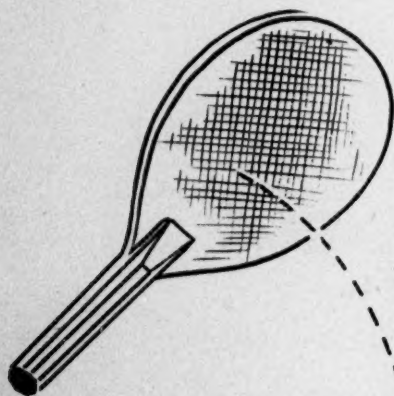
Medallion Black, a pot metal color. Here we prove there's something new in black.

Chantilly Purple, a hue that removes purple from the brilliant to a more elegant shading.

Canopy Red, young and clear.

Heraldic Blue, frequently used as a sky tone in French and English crests. These two colors, Canopy Red and Heraldic Blue are for early Fall accents.

Crest and Shield taupe tones, fur tones, and very feminine colors alone or accented with patent, with bronze, with smooth black.



### AGENTS

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PHILADELPHIA  
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WITH **REGANO**  
SOFT BOX TOES  
*you get that*  
"PING PONG BOUNCE"

YOU'RE RIGHT . . . when you use Regano Soft Box Toes in your shoes, re-orders come in like magic. No more returns with dented box toes. With Regano, you get that "Ping Pong Bounce."

**SOFT BOX TOE SHOES**— The outstanding footwear feature of 1953! Virtually every shoe manufacturer and shoe retailer in America will participate in the industry's nation-wide Spring promotion program, "The New In Shoes." A major feature in these lines will be soft shoes with soft box toes and soft counters. (Both soft box toes and soft counters are featured by Regano.) This "soft" look will be seen in such national publications as *Good Housekeeping*, *Harper's Bazaar*, *Vogue*, *Mademoiselle* and many others.

**FOR QUALITY** box toes, for both men's and women's shoes—lined or unlined—It's Regano's soft box toes with that "Ping Pong Bounce" every time.

**WRITE** for samples and shoemaking instructions NOW.

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**LEATHERS**  
*for*  
**FALL & WINTER 1953**  
*will be officially presented on*

**MARCH 3 & 4**

*in the*  
*Grand Ballroom*  
*of the*  
**WALDORF ASTORIA**  
NEW YORK CITY



*Buy the real thing... buy* **LEATHER**



## KID LEATHER GUILD

(Continued from Page 36)

feet, shoes and kid leather brought out in the prepared talks can be ordered by each club chairman so that every club member can take one home after the meeting. This booklet also contains actual swatches of kid leather.

Up to the end of last November, The Kid Guild has mailed out about 13,000 club program kits; and, more than 110,000 pocket-size booklets had been ordered by club chairmen. These

figures leave little doubt that Miss Osgood is carrying the kid story to many thousands of American homes, exactly what the sixteen kid tanners who stand behind the Guild want her to do.

The Guild's history, as related by Miss Osgood herself, goes back to the summer of 1949 when Mr. W. F. Hickey of John R. Evans Co. hired her to do a survey of the kid industry on the tanning, manufacturing and retailing levels. The result of this survey was an offer to Miss Osgood

to set up the Kid Leather Guild, a task into which she plunged enthusiastically on December 1st of that year. Offices of the Guild were set up at 1270 Broadway and, except for one move to larger quarters in the same building, the Guild is still doing business at the old stand.

But to get back to Miss Osgood's fetish for "dramatization"; it's exactly that principle which has sparked many of the Guild's high-powered advertising and promotion campaigns. This season's "Cosmetic Kid" drive is no exception; in fact, it's an excellent illustration.

Preparations for that "cosmetic" promotion got under way last spring when Miss Osgood went to consult a social anthropologist. She's consulted with the scientist for months. As Miss Osgood herself puts it, "From these consultations we are taking a standard by which we know what to say in sales promotion for shoes. We are learning the cultural and psychological symbols of feet and shoes. Upon these symbols are based the copy in which we tell the shoe manufacturer, as well as the consumer, what designs and colors are effective and what type shoes will sell best."

### Anthropological Research

The "cosmetic" promotion — based on the shades of well-known cosmetics — was the direct result of the anthropological research. The study showed that women in ancient times wore cosmetics on their feet. It showed that in some ancient civilizations women painted the soles of their feet pink, and that two centuries later they took henna and dyed their toenails.

"We began to feel," Miss Osgood says, "that if we could give the American woman cosmetics for her feet, in the colorations of cosmetics, in the design of the illusion of beauty that cosmetics give, in beautifully designed shoes and in the softness, the suppleness of kid leather similar to the powder softness of cosmetics, we would be giving the same intangible quality upon which cosmetics manufacturers build their million-dollar sales."

The result of this line of thinking is a series of advertisements which, beginning this month, will appear in the nation's top fashion magazines. The January issue of *Harper's Bazaar*, for instance, carries an ad entitled "Cosmetic Kid, the beauty treatment for the feet." The copy includes these lines: "Soft as your powder

for best marking results use

# MARKEM<sup>®</sup>

## METHODS



MARKEM MACHINES • MARKEM TYPE • MARKEM INKS

FOR MARKING PRODUCTS, PARTS,  
PACKAGES, TAPES, TAGS, LABELS

MARKEM METHODS are engineered to solve specific marking problems. The proper combination of a Markem marking machine, Markem type and Markem ink is matched to the individual requirements. Not only are the properties of the surface itself considered, but also local conditions of temperature and humidity together with your own handling techniques during production, storage and packaging. That is why it is so important that the Markem Method be followed completely.

When you have a marking problem, ask Markem about it. Send a sample of the item to be marked and details of your needs. Markem engineers have worked out practical solutions for many manufacturers. Markem Machine Company, Keene 14, N. H.

MARKEM  
BETTER MARKING SINCE 1911



*Wherever Sheep and  
Lambskins are used  
you will find Wins-*

*low leathers because over a period of years, since  
1776 to be exact, the name Winslow has meant  
the finest in the art of tanning sheep leather.*

*Today—for the best sheep and lambskins—  
see Winslow.*

**Featuring Kiddie-Krome  
FULL CHROME TANNED  
LAMBSKINS**



**SHEEP**  
*and*  
**LAMBSKIN**  
*by*  
*Winslow*



**WINSLOW BROS. & SMITH CO.**

**BOSTON**



puff, in beautiful shoes that fall like a film of powder on your skin. Wear them in colors keyed to your makeup, finishing touch to the charming picture that is you." It's dramatization at its ultimate. Later advertisements, along the same lines, will appear in *Vogue*, *Glamour*, *Mademoiselle*, and *Charm*. And Miss Osgood is also preparing suggestions for store and window displays to carry through the cosmetic theme. The full color advertisements are usually preceded by black-and-white advertisements in the trade press telling the manufacturer and retailer what consumer advertising is being planned.

#### Aimed At Retailer

Aside from the consumer-directed advertising campaign, the Guild also carries out one aimed exclusively at the retailer. This is geared at wiping out one of the most serious errors common on this level. It's the general consumer misconception — aided by many shoe salesmen — that suede is not leather.

One such advertisement which ran last December in shoe trade papers was headlined "Oooo . . . what he said to her . . ." The copy said: "She was a smartly dressed young woman,

pretty too; she went into this store and told him she wanted some red shoes. And what do you think he said? Do you want suede or leather? The ad went on to explain that suede is leather, and that the salesman in question should have asked, "Do you want suede or smooth leather?"

Last year's Kid Guild campaign was aimed at underscoring the fashion authority of kid shoes for the American woman. The R. D. Northrop Agency in Boston which handles the Guild's advertising built a campaign around the top dress designers of America. Their word, Miss Osgood reasoned, carried weight to the consumer and their authority was used to voice the belief that the smart fashion-wise woman should add a line of kid footwear to her wardrobe. Enlisted in the Fall 1952 campaign were such well-known names as Henry Rosenfeld, Adele Simpson, Nettie Rosenstein and Hannah Troy.

Another Guild project handled through the Northrop Agency was a ten-week television program series, early in 1951, and carried by the Boston TV station WBZ. This show, a once-a-week half hour affair, was known as the Phyllis Brooks Show and featured interviews with well-

known personalities. In addition there were Kid Guild commercials, with live models used to illustrate them. According to an agency spokesman, the show brought about an increased number of kid leather shoes in the windows of Boston retail stores where a previous check had shown very few of them.

#### FM Radio

Beginning this February, the Guild will experiment with another medium, FM Radio. A New York high frequency station, WGHF, will carry nightly kid leather plugs, for three weeks; but these plugs will be more informative in nature than they will be of a sales character. In fact, listeners will be invited to call a special phone number to receive, by mail, a special "kid shoe wardrobe" booklet. This is to test audience response.

Aside from presiding over her bustling New York office, Miss Osgood's diverse schedule also includes regular annual and semi-annual trips. For instance, twice a year she visits shoe manufacturers in many parts of the country, carrying a complete line of especially-created kid shoe pullovers which are designed to give the various firms ideas on how to use kid



**They are YOUR Research Laboratories Too . . . .**

**CREATORS OF BETTER FINISHES FOR SPECIFIC LEATHERS**

**BB**

**CHEMICAL CO.**

CAMBRIDGE AND SOUTH MIDDLETON, MASSACHUSETTS



# PASTING PROBLEMS PROHIBITED



A pleasant but unrealistic thought. You know you can't solve a problem by prohibiting it. But SPECO *can solve* your pasting problems efficiently AND eliminate prohibitive costs.

Over twenty years of research and experience has earned for SPECO engineers their title as the "PIONEERS IN PASTING."

These engineers will give you a time and cost analysis of your operation, plus a blueprint of the complete installation; an installation that will provide more yield per piece (10% to 15% reported) and a better finished product.

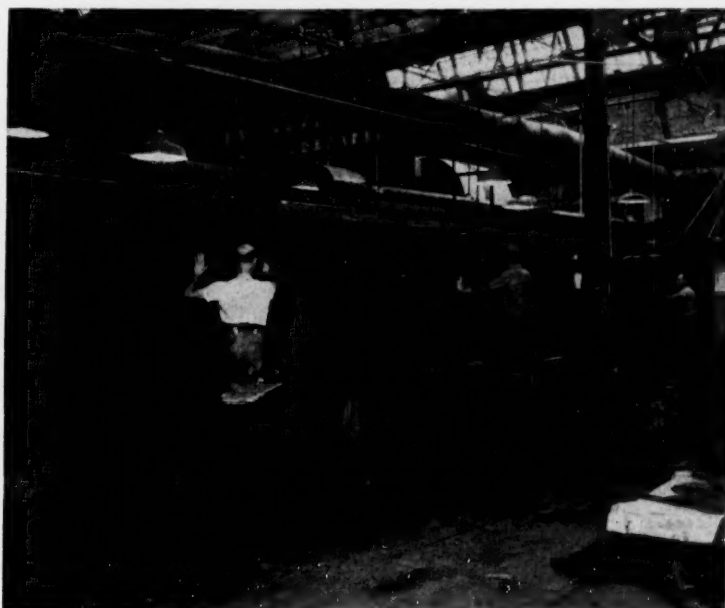
SPECO PASTING UNITS pay for themselves in a short time while cutting your production costs. They embody scientific control of air circulation, temperature, and humidity, and consume a minimum of valuable floor space.

SPECO UNITS handle calfskins, sides, kidskins, goatskins, and sheepskins, all in the same dryer. Taking a minimum of time, these units, equipped with glass or porcelain plates, will dry your leather in one smooth straight line operation.

SPECO engineers have a 20-year background of experience behind them in solving drying problems exclusively for the leather industry. Why not let them use this "know-how" to your advantage?

*You can't ban a problem, but SPECO can solve it.*

**Other SPECO Equipment:**  
Air-Off and Wet Stock Dryer  
Conveyorized Toggling Units  
Progressive Toggle Dryers  
Finish Drying After Seasoning



With a SPECO Pasted Leather Unit with porcelain plates, you have the ideal pasting unit—impervious surface, no stain transfer, easily cleaned, longer life—better production at lower cost.

*Special Equipment* company  
inc.  
PARK RIDGE, ILLINOIS

Export Representatives:

WOLFF INTERNATIONAL, Inc., 2577 No. Teutonia Ave., Milwaukee, Wisconsin.

THERE'S MORE  
ONE GOOD  
TO THAN  
POINT



- 1 ▶ friction reducing point
- 2 ▶ enlarged eye in all standard types
- 3 ▶ rounded edges . . . entire eye area
- 4 ▶ precision stitch and seam performance
- 5 ▶ reduced thread beakage

Schmetz Needles are microscopically tested to insure uniformity of size, length, design and steel tempering.

#### AUTHORIZED DISTRIBUTORS

ST. LOUIS 1, MISSOURI  
Weiss Sewing Machine Company  
614 North Eleventh Street

ROXBURY, MASS.  
John J. Fink, Inc.  
65 Shirley Street

MILWAUKEE 2, WISCONSIN  
Hoffman Bros. Shoe Machinery Co.  
312 East Wisconsin Avenue



"A POINT AHEAD SINCE 1851"

**SCHMETZ NEEDLE CORP.**

820 Greenwich Street, New York 14, New York

leather to best advantage both color and style-wise. Other journeys take Miss Osgood to many American cities for special lectures to retailers.

Twice a year, in January and July or August, the Guild plays host to fashion editors of the nation. These journalists are treated to a special style forecast and to a guest address usually given by some leader of the industry. This year's luncheon, on January 4th, attracted close to 150 fashion editors.

Another Guild project — this one carried out late in 1951 — was in the form of merchandized publicity releases aimed at consumers. Twenty cities, the biggest spending areas in the country, were picked as targets for the release. In each of those areas every fashion and woman's page editor received photographs of kid leather shoes, exclusively to her in her city. These shoes carried not only the name of the manufacturer, but also the name of the local store at which they were sold. However, the project did not produce the expected results and was promptly dropped.

#### Many Appearances

Miss Osgood spends a great deal of her time making appearances on radio and television programs, plugging kid leather wherever she goes. A special promotional stunt in 1951 found the Guild represented at the crowning of a Citrus Queen. The lady in question received a complete kid leather footwear wardrobe in return for which the Guild received fifteen radio plugs on a Chicago program called "Ladies Fair" which reportedly reached 25-million listeners via 420 Mutual stations at the time.

Every one of the Guild's lively promotion efforts made big news not only among consumers at whom they were directed, but on the trade level as well. In fact, last year, the Northrop Agency received an award in the advertising field for the effectiveness and direct manner in which the Guild's national advertising was presented. The Guild has used 93 major advertisements — Quarter, half and full pages — in fashion and mass-circulation magazines since the Spring of 1950.

Effectiveness and dramatization are key words in the Guild's story — in the story of Charline Osgood whose dynamic personality has made the Guild one of the leather industry's most powerful promotional tools.

## LEATHER SHOW EXHIBITORS

(Continued from Page 48)

**John Flynn & Sons, Inc. (Booth 67).** Gluvshu: Glove Tanned, Full Grain Steerhide. Coltsu: Selected Horsehides, specially tanned for the Shoe Trade. Lambshu: Lambskins in all the wanted colors. All of the foregoing in all the wanted colors.

In attendance: Raymond Anglin, David Price, George Fuller, William Fuller, Frank Brawley.

**S. B. Foot Tanning Co. (Booth 42).** All popular kinds and colors of Smooth and Boarded Sides and Extremes—featuring white Elk in Washable and Regular Finish, Boarded and Smooth.

In attendance: S. B. Foot, E. B. Thorstensen, J. W. Hulquist, Chas. A. Foley—from Red Wing, Minn. F. J. Leviser, D. F. Rimoli, F. L. Broadbent—from Boston. Walter P. Michels, New York. W. E. Grumbine, Hanover, Pa. Armin Kaufmann, Cincinnati. S. E. Engman, El Monte, Calif. Paul J. Klein, Milwaukee. H. T. Tankersley and F. J. Clausen from St. Louis.

**A. F. Gallun & Sons Corp. (Booth 87).** Aztec, Cretan, Eskimo, Norwegian, Wax Norwegian, Normandie, Viking, Apache, Tooling, Russcraft, Lintan, French Process Wax, Furniture, Grains, Lining, Domino, Baguette, Mandarin, Bretan, Concord, Lido, Milwaukee, Ebony, Quarterbright, Clyde, Kongo, Pigskin—in our various colors and black.

In attendance: E. A. Gallun, C. H. Moore, L. F. Davis, K. F. Norris, H. F. Miller, E. L. Peirce, F. C. Hathaway, S. A. Ely, M. H. Fraundorfer, J. G. Mahler, W. Wesseling.

**Garden State Tanning Inc. (Booth 96).** Wallet Leathers, Luggage Leathers, Upholstery Leathers, Handbag Splits, Belt Splits, Flexible Innersole Splits, French Processed Suedes, Deep Buffs for Handbag and Deef Buffs for Wallet Trades. All colors.

In attendance: Zachary J. Dembo, Martin Fried, Herman Siskind, Rudolph Tesa, Moe Rosner, Harold Stewart, Benjamin Stewart, O. B. Dahm, Ray Larkin, Joseph Keuvan, Lew Rothman, Alexander H. Fried.

**Garlin & Co., Inc. (Booth 26).** Genuine Buck. Jacks & Chinas in white, cream and smoke. White Suede Kid.

In attendance: Paul E. Gardent,

Jr., Robert J. Clements, Frederick G. Munroe, Allan S. Hill, L. James Risedorph, Eugene Farrell, Roy Frank, A. E. Piekenbrock, Walter N. Schafstall, Vogel Helmholtz, Russ White, Termag & Kreech.

**Globe Tanning Corporation (Booth 45).** Calf: Men's and women's weights in all Fall 1953 colors. Skivers: in all Fall 1953 colors, and standard lining colors. Sides and splits.

In attendance: Paul G. Wilhelm, Harry O. Loeb, Harold I. Stewart, Vogel H. Helmholtz, H. Henry Stark, L. Backer, Joseph Aylor.

**Gordon Gruenstein, Inc. (Booth 6).** Velour Suede Splits in the following colors: black, wine,

parkway green, wheat, Basque red, pearly grey, medium brown, town brown, red, kelly green, balanciaga, beige, suncopper, navy blue, slate grey, royal blue, flagship blue, white, walnut brown, prairie brown, admiral blue, flight blue, turftan, benedictine, avenue grey, coffee, manoa, redwood, russet, pepper green, ruby red, emerald green. Suede linings: dusk grey, pearl grey, mouse grey, field mouse, beige, waterlily, pastel green, pastel blue, pastel pink.

In attendance: Harry H. Gruenstein, Walter Wallison, Gunther Baumblatt, Alex Cook, Neil Griffith, John Freeman, Tom Hartnett, Harry Hoppins.

**J. Greenebaum Tanning Company (Booth 55).** Vegecrome Com-

# GAHNA\* LEATHERS

OF QUALITY AND FASHION

## EASTERN TANNING DIVISION

- SUEDE KID
- SLIPPER KID
- GOLD and SILVER KID
- LINING KID

## MERCERSBURG TANNERY DIVISION

- VEGETABLE TANNED SIDES
- VEGETABLE and CHROME TANNED BUFFALO CALF
- FLEXIBLE INNERSOLE SPLITS
- EAST INDIA GOATSKIN
- PIGSKIN

\* REG. U.S. PAT. OFF.

# LOEWENGART

AND COMPANY

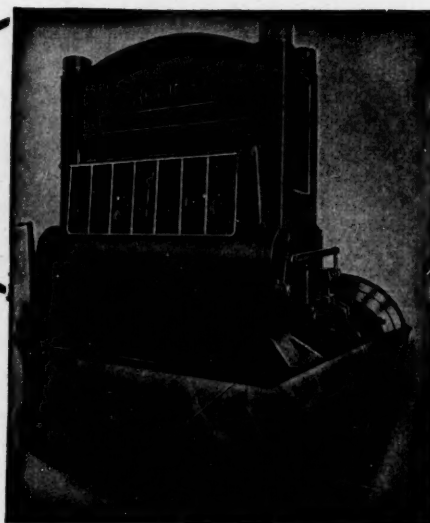
315 FIFTH AVENUE • NEW YORK 16 NEW YORK





# the Sheridan Press

Wherever fine embossing and smooth plating is done you will find a Sheridan Press doing it best and most economically. Sheridan Presses are engineered to meet the most exacting requirements of the tanning industry.



## T. W. & C. B. SHERIDAN COMPANY

Established 1855

129-133 LAFAYETTE ST. 600 W. JACKSON BLVD.  
NEW YORK CHICAGO

183 ESSEX ST.  
BOSTON

82/84 HIGH HOLBORN, LONDON, W.C. 1, ENGLAND

## 1 Coat Plastic Finish

for

### LINING SPLITS

Made especially to give a

NATURAL FEEL with

Superior WATER RESISTANCE

- EASY TO HANDLE
- ECONOMICAL TO USE



*Lloyd Laboratories*  
PEABODY, MASS.

## Convert into CASH!

those odd-lots of leather, or excess materials, unused machines or equipment you no longer need.

- Convert these unused things into cash, save storage space and increase efficiency.
- This can easily be done by using the Want Ads of LEATHER AND SHOES . . . at very small cost. (\$2.50 per inch)
- That's one good way—and one way is all you need—to make your offerings to thousands of shoe and leather executives and purchasing agents—who may need most what you have to sell.

Mail Your "Want Ad" to the publication offices of:

## LEATHER and SHOES

300 West Adams St. Chicago 6, Ill.



bination Tannage Aniline Finish & Pigment Finish. Smooth Chrome Side Leather — Dresides. Hampton Boarded and Smooth. Embossed Grains. Elk Character Chrome Tannage — Boarded & Smooth — Primo, Dress Elk. Cordovan. All Types of Splits. These will be in the established and new colors.

In attendance: L. J. Greenebaum, M. S. Greenebaum, J. S. Lanigan, L. W. Donovan, L. C. Keith, R. F. Maney.

**Griess-Pfleger Tanning Company (Booth 32).** Aniltan, Combatan, Glotan, Plitan Kips in Extreme and Large Sides. Lozant black Chrome Kip, Extreme and Large Sides. Bison Full Grain Work Elk Sides. Combatan and Plitan Double Shoulders. Lining Splits. Smooth Upper Splits. Aniltan, Combatan, Glotan and Plitan will be shown in many of the Tanners' Council accepted colors for Fall 1953.

In attendance: Edwin T. Cady, Edwin B. Cady, William P. Erhart, Richard Fuller, Thomas S. Keirnan, William B. Keirnan, Simon Tannenbaum, Robert C. Winding, Wendell R. Bauckman.

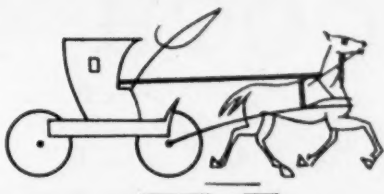
**Gutmann and Company Inc. (Booth 15).** Gambola, Smooth Gluv, Gluv Ski, Embossed Grains, DeLuxe Gambola and Smooth Sides; all in the latest Fall colors.

In attendance: D. N. Gutmann, E. S. Greensfelder, J. T. Gormley, John R. H. Ward, Wm. Nichols, R. Day, J. Lang, A. Meyer.

**Haight & Company, Inc. (Booth 14).** Smooth and Boarded Chrome Tanned Calf for the Shoe and Handbag Trades. Soft Calf. Aniline Finish Calf. Colors: black, navy blue, flight blue, town brown, russet glow, turf tan, tropic tan, taffytone, cognac, benedictine, cherry red, Basque red, red. Aniline benedictine, aniline briarwood, aniline oak, aniline, aniline sandalwood. Black bag Calf. Bag Calf in navy, flight blue, tan, town brown, red and aniline benedictine.

In attendance: Eric N. Meakin, Edgar F. Walker, Stanley Suchecki, Walter N. Schafstall, George H. Curtis, Jr., Gideon Nelson, Barney Terman, Harry Kreech.

**L. H. Hamel Leather Co. (Booth 38).** Lining Kid — Glazed



## We liked those days, too But They're Gone!

**I**t was easier in 1887, the year Atlas Oils first were offered to the tanning industry, and the serenity that marked the horse and buggy era reflected itself in business. Even in Atlas laboratories, when the basic formulae for the world's best tanning oils were being developed, progress kept pace with the times . . .

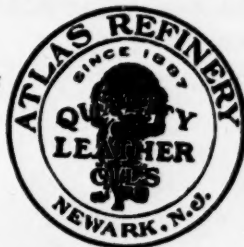
**BUT NOT NOW.** Today's demands are for modern methods in every step of the refining process . . . and Atlas research and production now sets the pace for the field . . . for Atlas Oils you've known for years, and for the specialized products you require.

Why not discuss your oil requirements with us? Why not have the benefit of Atlas experience and advanced scientific methods?

**Write us today.**

**Atlas Modern Methods Produce  
These Better Tanning Oils . . .**

**SULPHONATED NEATSFOOT OIL  
NEATSFOOT OIL      SPLIT OILS  
SULPHONATED COD OILS, MOELLONS  
and MANY SPECIALTY PRODUCTS**



**ATLAS  
REFINERY, INC.**

**142 LOCKWOOD ST.  
NEWARK 5, N. J.**

# BOOTH 49

Waldorf-Astoria  
THE LINCOLN LINE OF  
SUPERIOR QUALITY

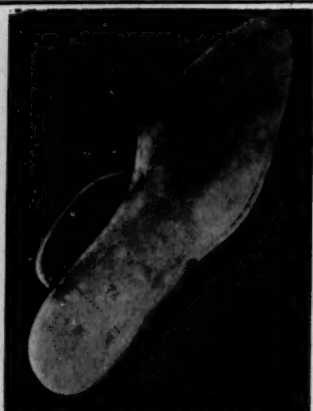
## SIDES & SPLITS

**SOUTH LEATHER CO.**  
**CALFSKINS**

in all popular colors

## LINCOLN LEATHER COMPANY

104 South Street, Boston 11, Mass.



Channeled and stitched to the inner-sole ready for assembling into the shoe.

Pep up Shoe Sales with a Real Uplift • Increased Shoe Wearer's comfort • Stands up to the roughest wear • Guaranteed to retain its shape • Aids in the prevention of fallen arches

**Niles Shoe Products Co.**  
**FITWELL BRAND**

Elkhorn, Wisconsin

Division of Van Horne-Kaestner Leather Co.

## NILES ARCH UPLIFTS

are the tonic that will trigger your shoe sales to new highs. Cut from bend leather, 7 to 8 irons and molded with a 12,000 lb. pressure to fit any last, 1/4 million pairs of Arch Uplifts have already been produced in solid leather and 1/2 million pairs for medium grade shoes from compositions. Arch Uplifts are used in several top lines for Men's, Women's, Boys', Misses' and Children's shoes.

Counters . . . Wedges  
Underlifts . . . Top-  
lifts . . . Rands . . .  
Welt Extenders . . .  
Outsoles . . . Uplifts.



**LYNN INNERSOLE CO., ALLSTON, MASS.**

& Sueded: grey, mocha, water lily, grey, pink, blue, green, beige aniline, beige wine, spec. water lily. Lining Lambskin—Glazed & Sueded: grey, mocha, water lily, grey, pink, blue, green, beige aniline, beige wine, special water lily. Black Kid. Back Nu Process Lambskins. Women's colors for fall and winter, 1953: Kid in admiral blue, basque red, cherry red, benedictine, taffytone, town brown, cognac, walnut, smoke pearl, mint, tropic tan.

In attendance: P. A. Hebert, George E. Hamel, W. Milton Hayes, Philip H. Collins, Geo. W. Newman, Jr., Thomas E. Newman, John G. Freeman, Edward F. Hanlon, James J. Connor, Henry L. Steskel, William G. Blain, Carson A. Stiles, John T. Quinn, George T. Leavitt, John L. Leavitt, Ray O. Schultz, Norman Nelson, Clarence J. Roney and Ralph Wolf.

**Thomas B. Harvey Leather Co. (Booth 22).** Suede Kid: Black, white, flight blue, admiral blue, ruby, smoked pearl, dusk, maple, cognac, town brown, chestnut brown, spicetang, camel beige, mint green, emerald. Blue & Brown Men's Weight Suede. Black Lining Kid. Lining Kid in Colors. Glazed Kid Colors.

In attendance: Thomas B. Harvey, Wm. A. Garver, August Bischoff, Lawrence Pelzer, Henry Coakley, Charles Rutherford, James Foley, Thomas Hartnett, Harry Hoppin, Irwin Wehmeyer, Fred Carter.

**Hebb Leather Co., Inc. (Booth 4).** Bark tanned lining sides and kips in standard colors, aniline and pigment finishes. Tooling and Craft Leathers. Gypsy and Gluvhide—The popular, mellow leathers for casual shoes and bags in all the required colors.

In attendance: Walter Sweeney, Frank LaBrache, George S. Hebb, Jr., Selden McKown, George S. Hebb, Gordon B. Hebb.

**Hecht Leathers Corporation (Booth 48).** Snakes and Lizards in all the approved Tanners' Council colors for Fall and Winter, 1953. Whipsnakes, Chouries, Alligator Lizards, Alligator, Back Cut Bengal Lizards, Back Cut Agras Lizards, Ring Lizards, Black and White Water Snakes, Iguana Lizards.

In attendance: William Baumgart, Emil Maier, George Brenner.

**Melvin Henkin, Inc. (Booth 3).** Suede Kid — black, redwood brown, admiral blue, ruby, smoked pearl, camel beige, emerald and vintage. Glazed Goat — black, brown, admiral blue, ruby red, benedictine, camel beige, golden wheat, Basque red, tropic tan and mint green. Slipper kid—black, brown, red, blue and green. Lining Kid, Double Waterproofed, Sweat Proofed and washable—black, brown, navy, yellow, pink, red, gray, Miami, Nile green, baby blue, waterlily, purple. Shoe & Slipper Cape—black, brown, royal blue, red, tan and navy. Gold and Silver Kid. Alligators. Snakes.

In attendance: Melvin Henkin, Mortimer Sokol, Paul Mont, Louis Halle and Howard Waller.

**Hiteman Leather Company, Inc. (Booth 61).** Line of full grain chrome tanned leathers in men's and women's weights featuring the selected colors for Fall and Winter 1953. Line of full grain chrome tanned aniline calf in women's weights featuring several popular shades. Bark tanned lining calf. Bark tanned calf in black and high colors.

In attendance: George J. Hiteman, Ralph E. Toye, Charles K. Hardenburg, Charles R. Williams, Jack Kramer, P. C. Stevens, H. T. Tankersley, H. L. Heald, R. P. Heald, Robert Anderson.

**Horween Leather Company (Booth 11).** Shell Cordovan Butts. Side Leathers in "Chromexcel" Retan, "Chromexcel" Retan Waterproof, new Aniline Waterproof, and Full Grain Waterproof Otter; all popular shades and grains of regular and Aniline "Glengarry" and corrected grains. Football, Baseball, Soccer, and Golf Grip leathers.

In attendance: Harold Kaye, Arnold Horween, Arnold Albuquerque and Frank Hansen.

**Howes Leather Company, Inc. (Booth 21).** Arromoc — Men's: British tan, bourbon, Havana brown, Corona brown, American burgundy, ambertone, brandy, admiral blue, dark navy, smoke, cedar, beaver, vintage, cherrytone and lariat tan. Arrotan—Women's: flight blue, admiral blue, Basque red, cherry red, ruby, vintage, mint, emerald, benedictine, taffytone, russet glow, tropic tan, cognac, walnut, smoke, russet brown.

In attendance: J. J. Caulfield Sr. & J. J. Caulfield Jr., Boston. Irving Pines—New York. T. F. Carfagno—Pennsylvania. C. A. Simpson—Calif. C. S. Howell—Chicago. J. H. Tipton—St. Louis.

**E. Hubschman & Sons, Inc. (Booth 76).** Black and colored Calf Leather. Women's colors for Fall and Winter 1953—Smooth Leathers: 303, 518, Flight Blue, admiral blue, Basque red, ruby red, cherry red, smoked pearl, dusk, benedictine, cognac, town brown, walnut

brown, russet glow, tropic tan, camel beige, mint, emerald green, vintage-cranberry shade and black. Men's Colors for Fall and Winter 1953, Unlined.

In attendance: Milton Hubschman, Ed Young, David Kohn, Paul Aloe, Robert Slattery, Jr., James Brennan, Robert Slattery, Joseph Flaherty, Frank J. Kelley, Albert Huesing.

**Hunt-Rankin Leather Co. (Booth 83).** Infanta Calf: flight blue, admiral blue, ruby, cherry red, benedictine, cognac, town brown, walnut, tropic tan. Veltetta Calf:

# QUALITY



in an age of  
**QUANTITY**  
PRODUCTION

SINCE 1861 . . . before the coming of quantity production, Blanchard Bro. and Lane have been producing **QUALITY** leathers.

Moving forward with progress, they have never sacrificed **QUALITY** for quantity . . . You can be sure of **QUALITY** when you use

. . . **BUFFALO BRAND**  
**ALL-FIBER INNERSOLES**  
(Bark and Chrome)  
**FINISHED LINING SPLITS**  
**WORK SHOE SPLITS**

BUFFALO  
BRAND



*Blanchard BRO.*  
*AND Lane*

**Quality Tanners Since 1861**  
408 Frelinghuysen Ave. Newark, N. J.

WHITMAN INNERSOLE CO., Whitman, Mass.  
DON E. JONES, Milwaukee 11, Wis. STAN LEVINGS, Chicago, Ill.  
RUDI WEIMANN, 117 N. Robertson Blvd., Los Angeles, Calif.  
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flight blue, admiral blue, ruby, smoked pearl, maple, cognac, town brown, russet glow, spice tang, mint, emerald. Bucko Calf: admiral blue, smoked pearl, golden wheat, maple, town brown, russet glow and emerald. All of the foregoing are Women's Colors for Fall 1953. Men's Colors: Smooth—British Tan and Bourbon. Veltetta Calf—admiral blue, chestnut brown, desert copper, slate grey, prairie brown, camel tone. Bucko Calf—admiral blue, chestnut brown, desert copper, slate grey, prairie brown, camel tone, American burgundy.

In attendance: Philip K. Pearson, James J. Lenahan, Lewis Cousens, Malcolm Shaw, John E. Graham, J. R. Garside, Phil Ott.

**Irving Tanning Company (Booth 97).** Luxtan, Unique, Irvana, Uniglove and Unibuc Sides. Velnap Suede Splits. Unimoc Dress Splits. Finished Lining Splits. Sueded Lining Splits. Calux Sides. Irvalox Sides. Scotch Grain Sides. Alligator Sides. Colors: Ambertone, smoke, taffytone, flight blue, army russet, Basque red, ruby red, burgundy, smoked pearl, golden wheat, benedictine, walnut brown, russet glow, tropic tan, mint, pepper green, town brown, cherry red, russet brown, emerald green, camel beige, vintage brown, black, white, cream, maple tan, green.

In attendance: Max Kirstein, Saul L. Stockman, George Schwarz, Emerv I. Huvos, Harvey M. Kirstein, William Krupsky, Robert E. Lecraw, William Sandbank, Milton Salomon, W. A. Hartwig, J. C. Henley, Robert O. Bardon.

**Kirstein Leather Company (Booth 50).** Smooth & Elk in kips, extremes, and sides. Softies in all colors and weight for men's, women's & children's shoes. Also, suede and lining splits and kid suede.

In attendance: David Kirstein, Daniel Turkanis, John B. Finegold, Edward Harrigan, Jacob Freeman, William H. Dimond, Charles F. Ulrich, Edwin K. Cleveland, Robert A. Porter, Jr., Phil & Jim Ott, Jack Kramer, Biron & Cahn, Bernard Goliger.

**Korn Leather Company (Booth 34).** A complete line of Full Chrome Side Leathers in both Smooth and Elk finishes . . . in all popular colors as well as White and Black. Natural Full Grain Sides and

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Kips. Side leather colors will be: flight blue, admiral blue, Basque red, ruby, cherry, smoke, golden wheat, benedictine, taffytone, tropic tan, town brown, russet glow and all other popular shades of side leather. (All weights for children's, women's and men's shoes . . . sport, play and dress types. Complete line of Lining Splits for men's, women's and children's shoes. Work Shoe Splits in natural, black, brown. Finished Slipper Splits in all wanted colors. Black, brown and natural Gusset Splits. Retan Sole in natural and pearl shades.

In attendance: Harry Salloway, Ben R. Simons, Robert Black, Joseph Hall, Morty Farkash, Harold Farkash, Bob Ingraham, Russ Anton, Alfred Schwab, Victor Heartel, William P. Davidson.

**Kroy Tanning Company, Inc.** (Booth 36). Chrome Linings—grey beige and waterlily. Vegetable Linings—grey, beige, waterlily and pastels. Suede Linings—grey and beige. Cape—green, red, blue, black, white and all pastel colors. Glazed Amber and Ivory Linings. Waterproof Linings—black, brown, blue, red and green. Novelty leather—Various colored saddle, marble and tritone. Garment Suede—all colors split and unsplit. Chrome Lamb Uppers—black, brown, white and all pastel and high colors.

In attendance: Irving Gushen, George Gushen, Jack Korkes, George E. Hymrod, Jr., Walter E. Hardtke, William P. Davidson, George H. Curtis, Jr., Gideon Nelson, Morty Farkash, Leonard Farkash, Harold Farkash, William Rhodes.

**A. C. Lawrence Leather Co.** (Booths 63-64-65). Calfskin—Polo—a new aniline leather in 4 colors. Saxon—a superior mellow leather for men's shoes in 9 colors. TWEED—a boarded heavy weight Calfskin in 5 colors. Duro—smooth men's Calf in 6 colors. Devon—a smooth mellow Calfskin with luxury appeal, in women's weights, in 17 popular colors. Moda—a handbag leather in 9 colors. Side Upper Leather—Keena—Combination tanned semi-aniline type of leather in 12 distinct colors for men's and children's dress shoes and loafers for

the whole family. Glasgow—Corrected grain Elk type leather in 11 colors for play shoes and children's dress shoes. Gun Metal—an outstanding smooth Chrome Leather in 13 popular shades (women's) and 10 shades (men's). Uneeka—Full grain Kip in men's promotion colors and Youth Brown. Black Diamond Patent Leather. Sheepskin—Barilia—Special quality lamb lining, chrome tanned, in 9 colors. Also chrome and vegetable linings in a complete assortment of 16 shades and reverse sueded linings in 3 shades. Lawroshoe—mellow, specially finished for

shoe and slipper uppers in 12 shades. Shearlings—Shulamb—tanned specially for linings in outdoor footwear in 2 shades of wool. Capelet—finished on flesh side in attractive colors, printed or smooth.

In attendance: H. N. Goodspeed, S. N. Nectow, R. L. Winans, S. Palmer, W. H. Merchant, A. W. Hunt, W. C. Abbott, H. J. Somers, J. T. Johnson, C. F. Smith, N. L. Gerrish, R. M. King, D. G. Foote, W. H. Norton, J. F. Johnson, T. J. Moore, J. E. Taylor, J. Grossman, L. P. Ferrini, W. J. Epprecht, E. Wenzel, G. W. Southwick, D. N.

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volume for popular priced shoes*

MEN'S AND WOMEN'S

BOOTH 9  
WALDORF-ASTORIA  
MARCH 3-4

Howes, P. Rosenthal, C. L. Cotton, S. A. Spaulding, J. J. States, L. W. Dunton, J. L. Ivany, A. L. Trull, W. A. Cook, I. S. Drysdale and O. C. House.

**G. Levor & Co., Inc. (Booth 53).** Kidskin: white, gold & silver. Cabretta: white, black and colors. Calfskin: white and colors in smooth, black suede calf.

In attendance: Samuel Rothschild, G. Alan Rothschild, Robert S. Rothschild, Frank H. Miller, J. T. Johnston, Chandler S. Lowell, George W. Newman, Jr., Thomas E. Newman, George

J. Platt, James Cullinane, A. A. Wakeford, R. L. Stiles, Jr., Peter F. Stiles, Sol Leventer, Seymour Kofsky, John G. Mahler, Herbert A. Cohen, Louis Frost, John T. Quinn.

**J. Lichtman & Sons (Booth 23).** "Swagger Buk" brushed leather in all popular colors for Fall and Winter 1953, for men's, women's and children's shoes and personal leather goods. "Berkshire" Glove Tanned Sides in current shades for men's, women's and children's sport shoes and moccasins, and personal leather goods. Lining Sides and Kip-

sides, Full Grain and Corrected. Ooze, Finished, Retan and Flexible Splits.

In attendance: Fred C. Atkinson, O. B. Dahm, C. Roy Fisher, Joseph Gross, M. Gerberaux, R. J. Larkin, Fred J. Lichtman, Cecil Lichtman, Jules Lichtman, John P. Monahan, A. R. Tandy.

**Lincoln Leather Company (Booth 49).** Smooth and Elk Leather: flight blue, admiral blue, basque red, ruby, cherry red, golden wheat, benedictine, cognac, town brown, walnut, russet glow, tropic tan, sandalwood, silver grey, smoked elk, saddle.


In attendance: Saul J. Katzman, I. R. Forrest, A. Finkelman, Philip Finkelman, Herman Siskind, Moe Rosner, Harold Dieckhaus, Wm. Haywood, John A. Spille.

**Loewengart & Company (Booth 84).** Also — **Eastern Tanning Company**, Division of Loewengart & Company. Vegetable and chrome tanned side leather. Chrome and Vegetable tanned Buffalo Calf. Flexible Inner sole splits. Vegetable and Chrome tanned Deep Buffs. E. I. Tanned Goatskins. Pigskins (in all Fashion Colors). Suede, Kid, Glazed Kid, Slipper Kid, Lining Kid, Suede Cabrettas, Glazed Cabrettas and Buffalo Calf (in all Fashion Colors).

In attendance: Arthur Loewengart, Sol Loewengart, Julius Loewengart, Max James, Richard Loewengart, Marten Loewengart, Adolph Kahn, Ralph Steinberg, Willis Altenderfer, George H. Curtis, A. R. Mueller, E. K. Cleveland.

**Hermann Loewenstein, Inc. (Booth 10).** Women's smooth aniline calfskin, black and colors, "Technical." Women's pigment calfskin, black and colors "Technical" "Gama" suede in men's and women's weights, black and colors. Genuine buckskin for men's and women's shoes. "Aniline Calf" colors: sandalwood, Basque red, benedictine, beech, briarwood, driftwood, Capri gold, flight blue, palm leaf green, mint green, cashmere, cherry red, calabash, ruby, deep yellow green, camel, balenciaga.

In attendance: Rudolph Correll, Harold Kaye, Charles Recht, Frank Seimetz, Dorothy Fox Davies, John A. Barnes, Herbert Bohren, DeForest Bush, Robert Volgel, Ernest A. Kahn.



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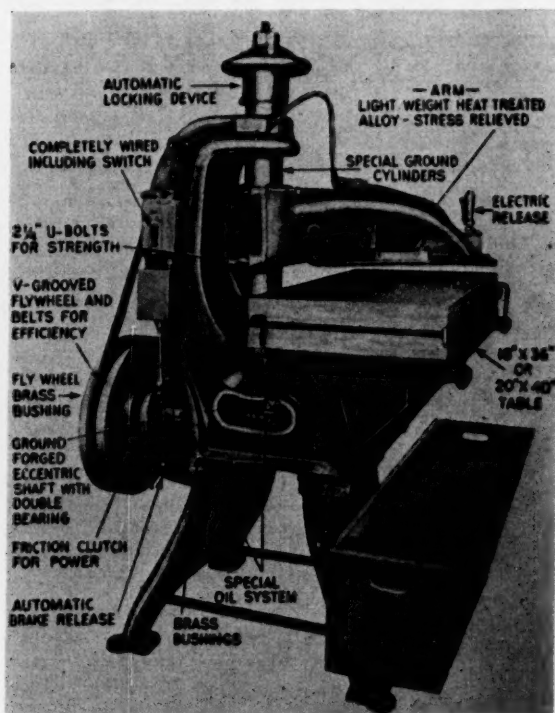
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**I. M. Kaplan, Inc. (Booth 23-A).** Fancy Embossed Calf and Kip in admiral blue, Basque red, cherry red, golden wheat, town brown, chestnut brown, russet glow, taffytone, emerald.

In attendance: I. M. Kaplan, Eliot Kaplan, Robert Winston.

**Leach-Heckel Leather Co. (Booth 57).** See Colonial Tanning Co. listing.

**Malis Leather Company (Booth 74).** Suede Kid & Suede

Gloria Cabretta: flight blue, admiral blue, smoked pearl, dusk, maple, cognac, town brown, chestnut brown, spicetang, camel beige, mint, emerald. Gazed Gloria Cabretta: Black, flight blue and red. Playtan Kid (for soft shoes—a new texture): flight blue, admiral blue, Basque red, ruby, cherry red, smoked pearl, dusk, golden wheat, benedictine, cognac, town brown, walnut, russet glow, taffytone, tropic tan, camel beige, mint, emerald, vintage, sand, natural.

In attendance: Simon S. Malis, Lawrence L. Malis, James McGuire,

Dave Henwood, Dave Davidoff, Walter J. Meyers, Fred Lyons, Harold Stewart, Herbert Mechan, Gus Bishoff.

**Marcus-Forscher & Company (Booth 5).** Black, brown and blue, and all outstanding Fall shades on Suede Kid. Black, brown and blue and all outstanding Fall shades on Suede Calf.

In attendance: Milton H. Lewin, Harry Gruenstein, Dave Davidoff, Dave Henwood, Alfred G. Schwab, Sidney Lewin, Arnold Kinckiner, Robert Davidoff, George Eberle, Jimmie Randolph.

**McNeely & Price Company (Booth 47).** Suede Kid: black, white and colors. Glazed Kid: black, white and colors. Crushed Kid: black, white and colors. Slipper Kid: black, brown and colors. Lining Kid: Standard shades and pastels—waterproof.

In attendance: Walter C. Koenig, George H. McNeely, Jr., George F. Peterson, Louis Bergman, Jack Brookhouse, John E. Graham, Jack Graham, George E. Hymrod, Jr., Thos. W. Jones, Fred C. Wagner, Walter E. Hardike, Joseph A. Hess.

**Merrimack Leather Company (Booth 25).** Women's colors in Smooth and Elk Finish: flight blue, admiral blue, Basque red, cherry red, ruby red, vintage, emerald, golden wheat, russet glow, cognac, smoked pearl, smoke, taffytone, benedictine.

In attendance: Willard I. Jebb, Frank B. O'Neil, James E. McCarthy.

**R. Neumann & Company (Booth 27).** Jersey Kips and Extremes (a superior Elk type leather). Lush Kips and Sides—A glove like leather for women's shoes and bags and men's shoes. Scotch and Loch Lomond grain Kips and Extremes—Aniline finish. Reptilian reproductions in aniline glazed finish calf for women's shoes. Men's prints in aniline and emulac finishes on Calf and Sides. Sealskins for men's and women's shoes. Moccasin Sides for men's shoes. All the above in the colors selected for Fall and Winter 1953 by the Tanners' Council.

In attendance: Richard Bernheim, Philip G. Bernheim, Max Kornreich, A. Lewis, Leslie Smith, Robert Clements, Angelo Cavadini, Al Barci, Farrell-Frank Company, Walter J. Meyer, A. T. Karow, Paul Gardent.

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**Northwestern Leather Co.**  
(Booth 62). Smooth Pac, Tamarac, Mackinac: Combination tanned smooth leathers, aniline finished, various weights and colors. Soonac: Chrome tanned smooth leathers, various weights and colors. Elko, Sootan: Chrome tanned boarded "sport elks," various weights and colors. Tanac: Combination tanned smooth leather, soft tannage, various weights and colors. Angus Grain, Tartan Grain, Essex Grain, Cardiff Grain: Chrome and combination tanned printed sides, various weights and

colors. Kitchener: 5 to 5½ ounce retan in black, brown and natural. Snoboot: 5 to 5½ ounce waterproof, dark chocolate color. Northwest Mounted: 5 to 5½ ounce boarded chrome tanned Elk.

In attendance: T. L. Tewksbury, R. L. Pope, Jr., H. M. Shaffer, R. Fisher, W. A. Cunningham, F. A. Harding, Jr., G. T. Leavitt, John Leavitt, A. R. Mueller, J. G. Mahler.

**The Ohio Leather Company**  
(Booth 51). Women's Kafforite Colors: Emerald, ruby red, cherry red, flame red, mint green, admiral

blue, flight blue, jetta (black), town brown, walnut, cognac, tropic tan, benedictine, oak, antique amber (aniline), oak (aniline). Men's Luxor Colors: Bourbon, Havana brown, American burgundy, British tan, ambertone, admiral blue, dark navy, corona brown, Jack Jetta (black). Embossed Calf available in both men's and women's colors as listed above in Alligator and Lizard and other reptilian grains.

In attendance: F. H. Becker, R. H. Ewe, R. R. Simpson, S. E. Rawson, J. F. Murphy, Carl Childs, L. J. Petrie, G. H. Mealley, Miss Naomi Sloan, Wilson Moseley.

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C. E. Hendricks, 4030 Chouteau Ave., St. Louis, Mo.  
Stephens Leather Co., 406 So. Main St., Los Angeles, Calif.  
F. J. Kelley, 918 N. Fourth St., Milwaukee, Wisconsin

**Overseas Commerce Corporation**  
(Booth 37). Snakeskins: Pythons, Diamond & Rock, Boas, Amalaguas, Baby Pythons, Cobras, Whipsnakes, Vipers, Baby Cobras, Siam Snake, Chourie Snakes, Karungs. Lizards: Alligator, Calcutta, Oriental, Iguana, Chameleon, Java Ring, Hornback, Back Cut Bengals and Back Cut Orientals. Alligators: Domester tanned Alligator pieces and full skins. South American and South African Ostrich. Featuring the following colors: Basque red, lancer red, cherry red, mint green, emerald green, Italian green, town brown, flight blue, smoked pearl, Ceylon, fuchsia, natural, sea shell, camel beige, eggshell blond, benedictine, walnut, russet glow, betta gold, coronation silver.

In attendance: Bernard Michlin, Armand S. Bennett, Daniel Eisenberg, Arnold Cope—Mid-West, Rudolf Reider—New England, Alex Cook—West Coast, Walter J. Meyer—Ohio and J. Romeo Lessard—Canada.

**Pfister & Vogel Tanning Co.**  
(Booth 73). Playshu, Pevee, Velours, Velo, Vagabond, Pfisterski, Briar, Elk, Econo, Zenith, Juvenile, Ski Grain, Chrome Waterproof, Nimrod, Diana, Wisconsin.

In attendance: E. H. Buettner, C. F. Tarbox, F. A. Lyons, C. A. Stiles, G. O. Wales, J. T. Justen, J. R. Olson.

**Prime Tanning Company, Inc.**  
(Booth 106). Women's colors for unlined shoes in Loafer Type, Casuals and Capezio. Light weight sides for lined shoes: admiral blue, cherry red, russet brown, tropic tan, taffy-

tone, smoke, Basque red, russet glow, camel, vintage, ambertone, cedar, lariat tan, benedictine. Extra heavy weight for men's and boys' casuals. Semi-Glove in all weights.

In attendance: Leonard D. Kaplan, Jack Kaplan, Jack Spiegel, Matthew Spiegel, Burt Spiegel, Pete Villa, Spence Anderson.

**Fred Rueping Leather Company, Inc. (Booth 81).** Tomahawk, Kin Kin, Kankakee, Hiawatha, Roebuck (Finished upper side shoe leather). Winnebago leather for ladies' handbags. In all of the popular Fall shades.

In attendance: C. F. VanPelt, Walter Schroeder, R. L. Jensen, C. B. Floyd—Boston, Frank Gould—Boston, F. J. Fitzpatrick—Boston, E. J. Sweeney—Boston, R. C. Lang—Harrisburg, Olan Files—Dallas.

**Seal Tanning Co., Inc. (Booth 30).** Smooth Women's Weight Side Leathers. Kips—Extremes. Flight blue, admiral blue, Basque red, cherry red, ruby, vintage, mint, emerald, golden wheat, benedictine, taffytone, camel beige, russet glo, tropic tan, cognac, walnut, town brown, smoked pearl, dusk, black, white. Suede Splits in Popular Shades.

In attendance: Ralph Alley, Frederick Severance, Lester Alley, Winslow J. Damon.

**Seton Leather Company (Booth 68).** Patent Leather in all Fall shades. Verona, Durova and Dover in all the Fall colors, also White Zephyr Buck.

In attendance: John G. Mahler, Harry Steskal, J. J. Connor, John E. Graham, John Aylor, Jean Farrell, David H. Murphy, Jerry Davis, Birdie Helmholtz, Alex Cook, Horace Beaven, Richard S. Kaltenbacher, Joseph C. Kaltenbacher, Morton S. Stern.

**Simon-Sigma Leather Manufacturing Corp. (Booth 82).** Gold and Silver Leather, and other metallic leathers. Black Suede Kid.

In attendance: S. W. Simon, Karl Mayer, Henry Berkowitz, Rudolph Reider, Gerard Drews.

**Surpass Leather Company (Booth 41).** Glazed Kid—black and a full line of Fall 1953 colors. Suede Kid—black and colors. Kangaroo—genuine black glazed. Capre Kid—black and colors. Aniline Kid—amber, benedictine, vintage, ruby,

tropic tan. Pebble Glow—black and colors. Kid Linings—Popular, Fancy and Staple Shades.

In attendance: Harold Connott, H. H. Hegeler, Dan Hickey, Robert A. Farley (Philadelphia). Herbert E. Bohren (St. Louis). DeForest

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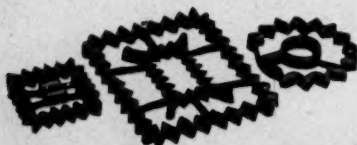
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**Shrut & Asch Leather Co. (Booth 1).** Glazed and Suede Kid in Fall colors: flight blue, admiral blue, Basque red, ruby, cherry red, smoked pearl, dusk, benedictine, maple, cognac, town brown, chestnut brown, russet glow, tropic tan, spice tang, camel beige, mint, emerald, black and white. Also White Cabretta and Kid Lining in popular colors.

In attendance: Mark Asch, George Shrut, Arnold E. Cope, Howard Waller, Max Waller.

**Tan-Art Co., Inc. (Booth 53).** "Krock-Less" suede kid for handbags in black, brown and blue. Tan-Art Suede Kid: flight blue, admiral blue, town brown, dusk, smoked pearl, maple, cognac, ruby, chestnut brown, spice tang, mint, black, camel, emerald, white.

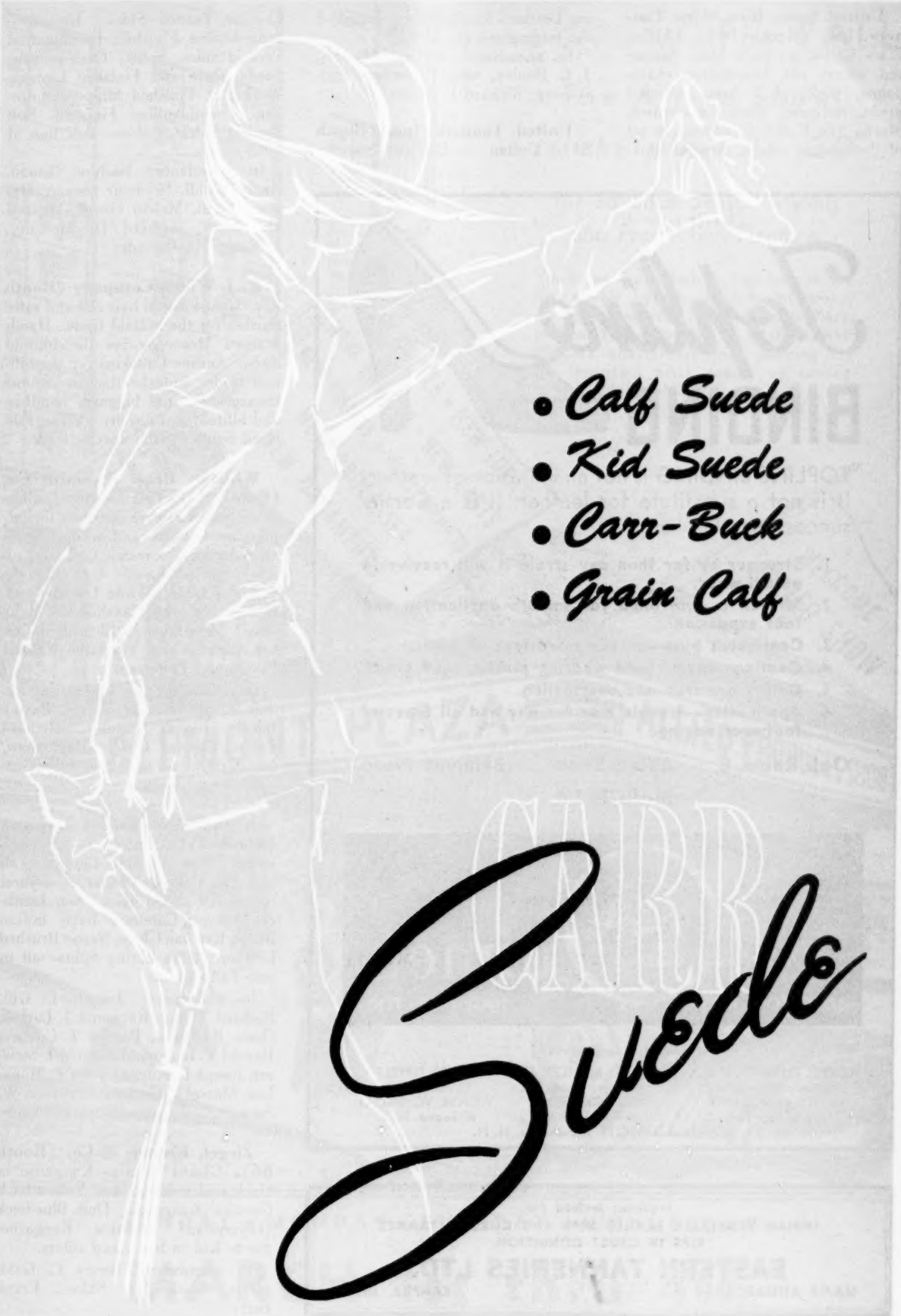
In attendance: Samuel Rothschild, G. Alan Rothschild, Robert S. Rothschild, Frank H. Miller, J. T. Johnston, Chandler S. Lowell, George W. Newman, Jr., Thomas E. Newman, Geo. J. Platt, James Cullinane, A. A. Wakeford, R. L. Stiles, Jr., Peter F. Stiles, Sol Leventer, Seymour Kofsky, John G. Mahler, Herbert A. Cohen, Louis Frost, John T. Quinn.

**Toochin Tanning Company** (Suede Kid) black, brown, admiral blue, flight blue, maple, smoked pearl, copper tone, mint, ruby red.

In attendance: David S. Toochine, Efim S. Toochin.

**Albert Trostel & Sons Company (Booth 94).** Shucraft: red brown, golden harvest, rust, custom, oxblood, cordovan, black, ambertone, cherrytone, garrison: black and russet. Wapiti: white, burnt brown, golden wheat, smoke, beige, army russet, turf tan, rust, ruby, admiral blue. Moccasides: tawny, willow, smoke, boulevard, red. Tuxedo: white, ambertone, army russet, copper, Basque. Blizzard: marine, town brown, yellow brown. Zebu: black, chocolate, natural, olive and golden. Paratroop: Army russet, black, rusty brown and golden tan.



- 
- *Calf Suede*
  - *Kid Suede*
  - *Carr-Buck*
  - *Grain Calf*

*Suede*

**United States Raw Skins Tanners, Inc. (Booth 103).** Chiffon Glace Calfskins: flight blue, Basque red, cherry red, benedictine, champagne, pink, gold, grey, emerald green, redwood, black and brown. Mocha Silk Finish Calfskins—In all of the leading colors. Special Glov-

ing Leathers for Playshoes—in all of the leading colors.

In attendance: William Michlin, J. C. Henley, Arnold Greene, I. Silverberg, Richard L. Moses.

**United Tanners, Inc. (Booth 24).** Unitan — Elk and Smooth,

Chrome Tanned Sides. Unilene—Semi-Aniline Finished, Combination Tanned Sides. Splits—Chrome Sole, Suede, Ooze and Finished Linings, Workshoe, Finished Slipper. Softolene—Semi-Aniline Finished, Soft Tanned Sides. Colors—Full line of 1953 colors.

In attendance: Isadore Osman, Harry Ossoff, Seymour Osman, Hyman Ossoff, Melvin Ossoff, Michael M. Ossoff, Richard D. McNulty, J. Rushforth Garside.

**R. J. Widen Company (Booth 7).** Goatskins, in hair cell and satin finishes for the billfold trade. Hand-grained Moroccos for the billfold trade. Aniline Calfskins for the billfold trade. Side Leather in various tannages for the luggage, handbag and billfold and novelty trades. Finished Splits for the novelty trade.

**Winslow Bros. & Smith Co. (Booth 95).** Full Chrome Linings in a complete range of colors including pastel, black and white. Vegetable Linings to match Chrome Colors. Sueded Lambs both Chrome and Vegetable. White Chrome outside leather both Playshoe and Baby Shoe. Shearlings in Electrified Colors, Chrome and Vegetable Natural Finish and Embossed.

In attendance: E. C. Martin, Arthur Foster, Arthur Vietze, Bayley Baker, Joseph Cataldo, Richard Tobin, Charles Ulrich, Ray Shaw, Neil Griffith, C. G. Allen, John Graham, Roger Conant.

**Richard Young Company (Booth 35).** Lambskins — Rychrosuede, Cape, Chrome Linings — all new Fall Colors. Kangaroo—several colors and glazed black. Side Leathers — Ryco Chieftan, Ryco Indian Brave, Rycotan Glove, Nappy Brushed Leathers, Ooze Lining Splits—all in new Fall Colors.

In attendance: Joseph J. Gill, Richard Young, Raymond J. Larkin, Omer B. Dahm, Patrick J. Cooney, Harold V. Langmaid, Harold I. Stewart, Joseph R. Kueven, John P. Monahan, Marcel C. Gerbereux, Benton W. Stewart.

**Ziegel, Eisman & Co. (Booth 86).** Glazed Genuine Kangaroo in black and colors. Dull Yellow-back Genuine Kangaroo. Dull Blue-back (Olympitan) Genuine Kangaroo. Suede Kid in black and colors.

In attendance: Henry C. Goldsmith, Stanley H. Shloss, Frank Berry.

# Topline BINDING



**TOPLINE BINDING** is not an imitation of leather. It is not a substitute for leather. It is a worthy successor to leather.

1. Stronger by far than any strain it will receive in actual wear.
2. Stretch is controlled for smooth application and foot expansion.
3. Continuous bias—no cemented laps of butts.
4. Coating—tough, hard wearing plastic, scuff proof.
5. Colors are true and everlasting.
6. Application—trouble free for any and all types of footwear edging.

**Oak Room B    Allied Show    Belmont Plaza  
MARCH 1-4.**



*The friendly house of* **Quimet**

BROCKTON, MASS.      NASHVILLE, TENN.

Sales Representatives

**ROBERT O. BARDON CO.**  
Cincinnati, Ohio  
**CLAY CAROLAND**  
Clarksville, Tenn.

**JOHN G. MAHLER CO.**  
Dallas, Texas  
**MUSNICK BROS.**  
New York, N. Y.

**ELMER OPPELT**  
St. Louis, Mo.  
**VICTOR W. SHORT**  
Kirkwood, N. Y.

**EDWIN D. TEBBETTS**, Manchester, N. H.

*Inquiries invited for*  
**INDIAN VEGETABLE TANNED KIPS AND CHROME TANNED  
KIPS IN CRUST CONDITION.**

**EASTERN TANNERIES LTD.**

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. . . . . For FALL

*The Allied Show  
is the place to GO*

for advance Season Styling  
and Production Planning

You'll see the industry's top lines in the top exhibit by the allied trades group. All under one roof in the Belmont Plaza, in New York City. **SAVE TIME—SAVE EFFORT and SPEED** your planning for the important FALL season by coming to the ALLIED SHOW.



SUNDAY • MONDAY • TUESDAY • WEDNESDAY

**MARCH 1st thru 4th**



*Beauty · Workability · Wearability*

SMOOTH AND ELK

Side Leather



VEGETABLE

For Linings, Bags,  
Case, and Strap



RANCH TANNED  
AND  
INDIAN TANNED  
LEATHER

For Fine Casuals  
and Sport Shoes



Contract Tanning

## SALES GOING UP!

Your sales will go way up if you make  
your casual and sportshoes from RANCH-  
TAN and INDIAN-TAN leathers.

"Rolls Royce Quality" leathers.

*Wisconsin* LEATHER COMPANY

1830 SO. THIRD ST. MILWAUKEE 4, WIS.

## "FOAMETTE" . . .

By PLEVER

For built-in cushion comfort in shoes leading manufacturers have adopted "Foamette" combinations featuring ANDAL foam.

Plever now offers shoe manufacturers a variety of ANDAL foam combinations for incorporating this desired feature in all types of shoes.

"Foamette" combinations are available with Fabric, Insole Board, Cork, Quarterlinings . . .

See these at Allied Show.

**PLEVER BACKING CORPORATION**

38-49 Ninth Street, Long Island City, N. Y.  
Stillwell 4-0400

*Snyder* FOR QUALITY  
SHOE BUCKRAMS

- FAST MULLING
- GREATER RIGIDITY AFTER MULLING
- RAPID FUSING OF LINING AND UPPER

Ask your supplier for

**SNYDER BUCKRAMS**

Once Used — No Other Will Satisfy

SAMPLES  
ON REQUEST

**SNYDER BUCKRAM CO.** 621 RIVER ROAD  
CLIFTON, N. J.

### IN ADDITION

Allied Kid Company —

**Booth 17** (New Castle Division & Quaker City Division)

**Booth 18** (McNeely Division & Sterling Division)

**Booth 19** (Standard & Specialty Division)

**Booth 20** (Brezner Division)

**New Castle Division** — Glazed Kid, Maracain, Linings and Kudu Kid.

In attendance: Robert E. Binger, Max Friedlander, Mac Nieman, Joseph T. McCauley, Myer Lowenstein, Prentice McNeely, John Mulroy, Edgar Loewe, Richard Pluatt, Bernard Collins.

**McNeely Division** — Glazed Kid, Velvo, Velvetan, Men's, Slipper. Men's Glazed Kid — loam brown, club brown, brogue brown. Slipper Colors — brogue brown and wild plum. Velvo — flight blue, Basque red, black. Velvetan — russet glow, Basque red, black. Women's Glazed Kid — stafford brown, benedictine, town brown, turftan, russet glow, flight blue, Basque red, cherry red, Irish green, guild green, Brittany blue, bronze.

In attendance: Prentice J. McNeely, John B. Mulroy.

**Standard & Specialty Division** — Suede Kid, Glazed Kid, Linings. A complete line of the Tanners' Council selections for Fall 1953:

In attendance: Benjamin Simons, J. T. McCauley, Myer Lowenstein, Frank Lynch, Sam Lappen, Frank Spellman, Herbert Agoos.

**Brezner Division** — Elk Sides & Splits. Women's colors: Elk. Men's colors: Smooth. Shag, Buk-White, Oso-Soft, Butter-Soft, Splits.

In attendance: Mel Snider, Jack Abrams, Jack Schweitzer, Bernard Collins, Maurice Fox, Walter Corty, Bob Shuman, Howard Avery, Homer Beau, Russ White, Carl Barnett, Jr., B. Chouinard, Bill Brinkman.

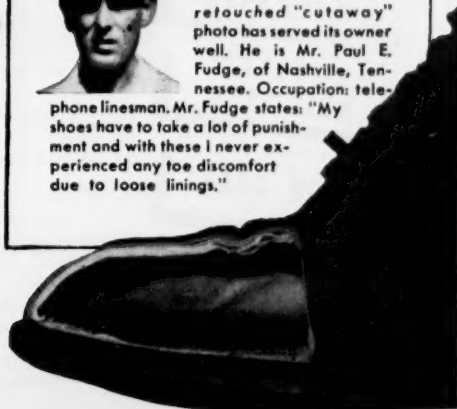
**J. S. Barnett & Sons, Inc.** (Booth 56). Calf: Thorobred, Brawn, Belmont, Aniline, Barlite, Baronet, Glowette. Demi-Veals: Thorobred, Baravan, Barbuk, Aniline, Scone, Glassboro. Barnett Suede.

In attendance: Carl J. Barnett, Howard J. Barnett, Carl J. Barnett, Jr., Howard J. Barnett, Jr., Robert P. Eberlein, John G. Freeman, Robert J. Hecht.





Like all Celastic Box Toes, the one shown in this un-retouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: telephone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



## It's a Rugged Job BUT "CELASTIC" BOX TOES ASSURE TOE COMFORT

The wearer may not know his box toes are "Celastic" nor even that he has box toes in his shoes, but he does recognize toe comfort and pleasant toe freedom without wrinkled toe linings.

"Celastic" is designed not only for rough usage, but for every day comfort in shoes of many styles... men's, women's and children's. "Celastic" duplicates the contours of the toe of the last and forms a structural shape over the toes. Because of this "Celastic" is a measure of *quality protection* for the designer and manufacturer... a feature that builds customer loyalty for the retailer. It assures proper preservation of toe style and toe comfort, in play shoes, in street shoes... and in work shoes.



\*Celastic is a registered trademark of the Celastic Corp.

**UNITED SHOE MACHINERY CORPORATION**  
BOSTON, MASSACHUSETTS



*Isaacson*

**HIDE & SKIN CORP.**

210 LINCOLN ST., BOSTON, MASS.

TELEPHONE

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Providing a constant, dependable and diversified supply of hides, kips and calfskins from reputable shippers in the United States and Canada.

Regular or special types, weights and selections are available for individual needs of tanners, or to meet changing market conditions.

We maintain our own staff of practical hide and skin receivers, rounding out a modern organization, geared to meet your raw stock needs.

**APEX FAST FINISHES**

**TIGHT BOTTOM COATS WITH**

• **THOROUGH COVERAGE**

• **EXCELLENT FLEXIBILITY**

• **FINE FEEL**

Apex Fast Finishes are available in all colors — also colorless for mixing with your own pigments.

They are non-inflammable, inexpensive to use and will permit of top finishing with either water soluble top coats or nitrocellulose lacquers.

*Manufacturers of a complete line of specialties for the tanning trade*

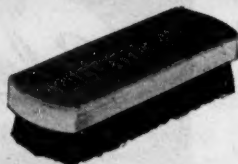


Established 1900  
**Apex Chemical Co., Inc.**  
225 West 34th St., New York 1, N. Y.

**STIFF BRUSHES STIFF**

**#51**

6 rows of stiff Horsehair



**#51-X**

7 rows of stiff Horsehair

**For rough coating on splits • Hand made by master craftsmen**

**C. W. PENNINGTON**

GILLETTE, N. J.

MILLINGTON 7-0166

**Beggs & Cobb, Inc. (Booth 52).** Grains: SnoBuck, Komfi Kip, Playtog, Winchester, Wedgemere, Burlee, Dress Smooth. Splits: Suedes, Ooze Linings, No-Slips, Slippers, Finished Linings, Dressshu, Workshu, Gussets. Women's colors: flight blue, Basque red, cherry red, ruby red, benedictine, smoke, town brown, cognac, walnut brown, tropic tan, mint green, russet glow. Men's colors: bourbon, ambertone, cherrytone, golden harvest, club brown, American burgundy, beaver, smoke, norse brown.

In attendance: G. Burton Davy, Newell Ellis, George Messinger, Harry Keller, Charles Wood, Maurie Milne, Polly Drew. Arthur S. Patten Leather Co., St. Louis. Wm. B. Heald & Co., Chicago. Doerner Leather Co., New York City.

**John R. Evans & Company (Booth 28).** Will present Peerless Kidskin and Suede in a full range of Tanners' Council approved colors for Fall 1953 together with special Evans' Promotion Colors.

Evans' Politan, the new soft-textured leather especially produced for new, fashionable Softy Shoe, in a wide range of appropriate colors.

Evans' Brogandi and Cara in wide color assortments.

Evans' Linings in basic and pastel shades. Evans 24K Gold Kidskin and Evans Lustrous Silver Kidskins.

A collection of pullover designs interpreting the new silhouette trend and showing appropriate use and combinations of the various leathers.

In attendance: William F. Hickey, J. W. Macpherson, Wills T. Engle, Thos. R. Hickey, E. H. Geisler, A. J. Redmond, Richard Sheehy, D. D. Stephens, Don Elliott, Milton Salomon, Joseph E. Rubinate, William E. Schulte and Mrs. Harriett Couplin Porteous.

**Geilich Tanning Company (Booth 71).** Cambi-Soff in Full Grain and Corrected. Cambi-Soff grains. Cambi-Lux. Cambilene. (All these in Kips and Extremes). In a full range of colors.

In attendance: Harold D. Geilich, Simon H. Geilich, William J. Frazier, Usher Spellman, John R. Vilim, Herbert Willens, Elcanna Petersen, Sumner Keith, Robert C. Bedford, Roy Frank, George Hymrod.

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NEW YORK 1

IMPORTERS AND DISTRIBUTORS OF

## QUEBRACHO

and

## WATTLE EXTRACTS

in solid form

We can also supply Quebracho Extract, Wattle Extract,  
Myrabolam Extract in concentrated spray dried form.

## SHELLAC

*for Better Leather Finishes*

EXTRA WHITE REFINED BLEACHED  
SHELLAC  
SPECIAL BONE DRY BLEACHED  
SHELLAC

Lower Acid Number aiding quick solution  
and requiring less alkali thereby produc-  
ing more durable, more waterproof and  
higher gloss finishes.

ALSO COMPLETE LINE OF ORANGE SHELLAC

*Working Samples Cheerfully Submitted*

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Cincinnati, Ohio

R. L. Kelley  
Danbury, Conn.  
W. D. Hodges Company  
Boston, Mass.

J. H. Hinz Company  
Cleveland, Ohio  
Harry Holland & Son, Inc.  
Chicago, Ill.

James O. Meyer & Sons  
Buffalo, N. Y.  
Emmet Nicolai  
San Juan, Puerto Rico  
H. C. Ross  
Burbank, Cal.

E. M. Walls Company  
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TOPS IN  
TANNING  
EQUIPMENT

George **FROMER**  
Company, Inc.

27 WALNUT STREET • PEABODY, MASS.

representing  
SPECIAL EQUIPMENT CO.  
CHAS. H. STEHLING CO.  
TRAUD MACHINE CO.  
FULTON COUNTY MACHINE CO.  
SPRACO-Spray Finishing Machines  
MARLOW FLESHING PUMPS



## ALLIED SHOW

(Concluded from Page 51)

great enthusiasm and realistic participation have resulted. Moreover, leading newspapers and magazines throughout the country, as well as other publicity sources, have climbed onto the bandwagon of "The New in Shoes" program. An enormous momentum of shoe-consciousness has been created.

This may have a powerful effect in stimulating a higher level of shoe sales and consumption than is generally appreciated at this early mo-

ment. This may prove to be "the great experiment" of the industry, a dynamic merchandising weapon. It could make the difference of anywhere from 10 to 20 million extra pairage sales in 1953.

Most certainly it is expected to have a beneficial effect on shoe sales. If it follows through as expected, we may well see one of the busiest fall shoe production seasons (shoes made for spring, 1954) on record. If "The New in Shoes" program proves successful with most participating retailers, the follow-through will be inevitable. That is, these re-

tailers will move into the next "The New in Shoes" seasonal opening with all guns open, determined to go whole hog in cashing in on it. Whether this happens depends, of course, upon the success of the first (or first two) seasonal openings (March and September).

One thing is virtually absolute at this point. This will be a wholesome shoe year, both at the retail and manufacturing levels. Even if we hold to the most conservative estimates we should have at least a "normal" year. If any of the possibilities (such as "The New in Shoes" program) come through successfully, it should prove to be an above-normal year.

There remains just one other point to bring out here—current population. It is not generally appreciated that our present population amounts to 160,000,000 people.

### A New Level

Now, if we follow the shoe consumption pattern traditional to the shoe industry over many years, it is possible that the industry may have seen its last year when production will go below 500,000,000 pairs. If we figure on a basis of 3.15 pairs per capita (most shoe men would tend to raise this to 3.20 pairs), for a population of 160,000,000 it means an output of 504,000,00 pairs.

Therefore, we have reached a population level where the 500-million-pair mark may now be considered minimum or normal. And with each ensuing year (as population rises by 2.5 to three million a year), shoe output over 500,000,000 may be expected to rise proportionately.

With all these facts now on the table, the realistic optimism of exhibitors at the Allied Show becomes more rational and understandable. In short, the encouraging outlook isn't based on a fingers-crossed attitude, but on "analytical reasoning" which wholly justifies belief in a wholesome business year ahead.

It is perhaps for this reason that a larger-than-ever number of shoe supply and service firms will be exhibiting at the Allied Show. Many of them are introducing new products and fresh fashion items or ideas, knowing that the industry is in a ripe mood of reception to motivate their merchandising plans and opportunities ahead.

How long will it last? Speaking of 1953, the question need not be asked at all. Speaking of 1954—well, let's see when we get to it.

**HABU-GLO**  
SERIES 4900

**ONE SET  
EDGE INKS**

**FOR COMPOSITION AND LEATHER SOLES.**  
They're new! Eliminate the need for a primer or edge filler. Just apply and allow to dry, then set with medium hot iron. It's as simple as that! For any type sole or heel or combination.

**ONE APPLICATION COVERS**  
Any and all colors to match upper leathers. They're time and money savers.

**BOTTOM FINISHES**  
*Natural and Grain Effects*

No waxing or polishing necessary. Grained or natural effects for bottoms dry to a beautiful sheen. Equally effective for buffed or unbuffed surfaces. Customized to your needs.

**FOR COMPOSITION SOLES**

**TUF-GRIP**

**SOLE LAYING...  
SOLE ATTACHING... CEMENT**

...for cushion crepe and composition soles. Permanent bond has extended 'tack life', dries fast and is light in color. Saves time and money. Thoroughly dependable.

**by  
HADLEY'S**  
*Means TOP Quality*

**SEND for SAMPLES**  
Free samples of all of the above are available. What are your needs?

**-UHL CO.** 314 Columbia Ave.  
St. Louis 10, Mo.



## ALLIED SHOW EXHIBITORS

(Continued from Page 54)

### Footcraft Novelty Works New York, N. Y.

Room number: 1101

On display: Ornaments; button trims; nail-heads; rhinestones; sequins fabric.

Representatives: John and Lucille Serla.

### Frank Associates, Inc. New York, N. Y.

Room number: 907

On display: Novelty fabrics.

Representatives: Louis Brown, Zeke Steen, Milton A. Fine.

### Gilbert Freeman, Inc. Boston, Mass.

Room number: 1017-1018

On display: Wool flannels; matastraw; silk faille; silk crepe; brocades; and new nylon velvet; gold and silver brocade.

Representatives: Wm. Fay, Gilbert Freeman, Ben Engleman, Gene Dellinger, Jim Ott.

### French Beading & Novelty Co. Philadelphia, Pa.

Room number: 928

On display: Nailhead; rhinestone; beaded; flitter; screened vamps and bows.

Representatives: Dave and Frank Greenberg, Bernard Brook.

### Gitterman & Co. New York, N. Y.

Room number: 1121 and 1106.

On display: Nylon, cotton, meshes; velvets; tinsel brocades; silks; wool and silk fabrics.

Representatives: D. Benjamin, L. Bendheim, Kurt Bier, P. C. Stevens.

### Gold Crown Fabrics Boston, Mass.

Room number: 1140

On display: Linens; mesh; shoe fabrics.

Representatives: Larry Leinwand, Arnold Cope, John J. Cooney, Mortimer Weiss, Bernie Adler, T. C. Newman.

### Golden Leatherboard Co. Haverhill, Mass.

Room number: 1103

On display: Platform and soling materials; cut findings; and new sponge rubber;

Representatives: H. Golden, H. Levy, P. K. Borden, J. C. Henley, J. L. Byette.

### Goodyear Tire & Rubber Co. Airfoam Div. Akron, O.

Room number: Oak Room C

On display: Airfoam in shoes.

Representatives: Mike Sharples and Dellinger Sales Co.

### H & W Shoe Supplies, Inc. Dumont, N. J.

Room number: 1026

On display: Elastic shoe gores; plastic trimmings.

Representatives: N. L. Wershing, P. R. Hottinger.

### Haley-Cate Co., Inc. Everett, Mass.

Room number: 1126

On display: Leather-binding, stripping piping; imitation and plastic fabrics.

Representatives: Samuel Alper, Joseph Mayo, Edwin L. Forbes.

### Harvard Coated Products Co., Inc. Roxbury, Mass.

Room number: 901

On display: Foam-Tex; Nu-Sta; Swa-Zon; Kidko linings.

Representatives: Louis Ravich, David Calish, Arthur Epstein.

### Haverhill Shoe Novelty Co. Haverhill, Mass.

Room number: 1406

On display: Shoe ornaments.

Representatives: B. Glagovsky, T. Warshaw and B. Gottesman.

### Hi-Goal Products Corp. New York, N. Y.

Room number: 1022

On display: Fibre and counter boards; in-solings; and new Kid-O-Tex and Articoor innersoling; Articoor counter material.

Representatives: Charles Keferstein, Fred L. Ayers, J. R. Garside.

### G. Hirsch & Sons, Inc. New York, N. Y.

Room number: 1423

On display: Metallic fabrics and meshes; sequin, rhinestone, and metallic trimming.

Representative: Mr. Louis Fenner.

### Hockmeyer Bros., Inc.

Room number: 1007

### Peter Hottinger

Room number: 1026

### House of Trimmings, Ltd. Brooklyn, N. Y.

Room number: 1416-7

On display: Trimmings.

### Hub Stay Co., Inc. Boston, Mass.

Room number: 1401

On display: Stripping; embroidered vamps.

Representative: Arthur Allured.



**GARTENBERG'S**  
**299**  
**ALBUMEN**

ONE POUND...  
OR A CARLOAD

**ALBUMENS**

ALWAYS UNIFORM...  
... ALWAYS DEPENDABLE

Always the same high quality.

Specify Gartenberg's Albumen, approved and used by America's outstanding leather chemists, it meets the needs of tanners and finishers completely, and at lower costs.


LARGEST MANUFACTURERS OF TECHNICAL EGG PRODUCTS

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# Fatliquors

For every type of leather



**DIAMOND ALKALI CO.**

CLEVELAND 14, OHIO



## CARLSTADT LEATHER FINISHES CO., INC.

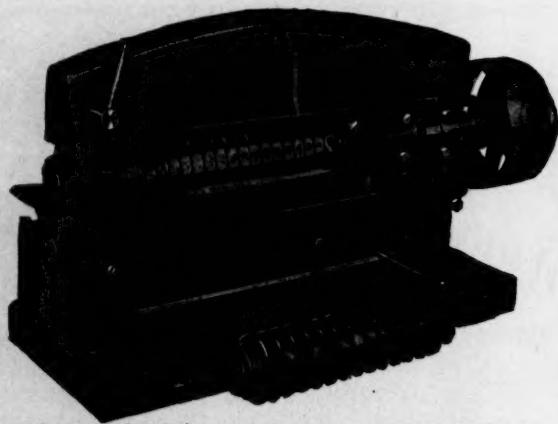
### MANUFACTURERS AND SPECIALISTS OF LEATHER FINISHES

FOR YOUR FINISHING PROBLEMS, WE  
SUGGEST YOU CONTACT OUR SPECIALISTS

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Open end Welt and Lace Cutting Machine  
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WELTINGS STRAPS and SPECIALTIES BELTING  
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AL WEST - President

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Warehouse: 2500 Twenty-Second St.  
Phones: TASHMO 5-5490 and 5-6688

### **Ideal Rubber Heel Mfg. Co.** **Chelsea, Mass.**

Room number: 1402  
On display: Rubber heels.  
Representatives: Simon Butman, Henry Golden.

### **Imperial Fur Products Co., Inc.**

Room number: 1403

### **International Fabric Corp.** **Boston, Mass.**

Room number: 1044-5-6  
On display: Fabrics; nylon meshes; linens; gold and silver fabrics.  
Representatives: Mark, Robert and Charles Edison, Jack Dana.

### **Fred Kahn Designing Studio** **New York, N. Y.**

Room number: 1000  
On display: Shoe styles and creations.  
Representative: Fred Kahn.

### **Keeler-Cochrane Heel Co.**

Room number: 1023

### **Lazar Backing Co.** **Brooklyn, N. Y.**

Room number: 1117-1118

### **Leader Heel Co.** **Lynn, Mass.**

Room number: 941

### **Samuel Levine Textile Corp.**

Room number: 915

### **Al. Lewis Shoe Styles** **New York, N. Y.**

Room number: 927  
On display: Shoe styles.  
Representative: Al Lewis.

### **Al Lewis Shoe Supplies** **New York, N. Y.**

Room number: 927

### **Dan Lewis, Inc.** **Haverhill, Mass.**

Room number: 1139  
On display: Homasote—wedge and spring heels, platform sheets; Komfy Kork platform material; air foam; fibre shoe findings.  
Representatives: Frank Selden, Dick Lewis, Dan Lewis.

### **Philip Lorman Bow Co.** **New York, N. Y.**

Room number: 905  
On display: Shoe creations.  
Representative: Philip Lorman.

### **Lowell Counter Co.** **Lowell, Mass.**

Room number: 1023  
On display: Shoe counters.

### **Lynch Heel Co.** **Chelsea, Mass.**

Room number: 1402  
On display: Leatherboard heels; finished and unfinished heels.  
Representatives: Simon Butman, Henry Golden.

**Lynn Innersole Co.**  
Allston, Mass.

Room number: 925

On display: Innersoling; platform material; crepe rubber.

Representatives: A. V. Epstein, Hy Feldman, Dave Harrison, Frank Deastlov.

**T. A. Maguire & Co., Inc.**

Room number: 17A, 845 and 846

**Majestic Fabrics Inc.**  
Boston, Mass.

Room number: 906 and 921

On display: Nylon and rayon mesh; linens; socklinings.

Representatives: Arthur and George Kaplan, Edward Cutler.

**Merrimac Hat Corp.**  
Amesbury, Mass.

Room number: 1003

On display: Nylon mesh; braids; vamp treatments; straw cloths.

Representative: Thomas E. Walsh.

**Meyer Label Co.**  
New York, N. Y.

Room number: Moderne-5

On display: Labels.

**Middletown Rubber Corp.**  
Middletown, Conn.

Room number: 1114

On display: Shoe linings; vinyl coated artificial leather; and new vinyl coated sateen for shoe uppers and heel wrappers.

Representatives: I. R. Segal, Leonard Dybick.

**Mitchell & Smith Div.**  
**Sheller Mfg. Corp.**  
Detroit, Mich.

Room number: 1001

On display: Cork composition, cork-rubber platform materials.

Representatives: H. C. Stouffer, J. R. Brown, R. J. Dalton.

**Mode-RN Originals**

Room number: 1122

**Moore Fabric Co.**  
Pawtucket, R. I.

Room number: 945-946

On display: "Flex-Gore"; patented reinforced edge.

Representatives: A. O. Knight, O. Eugene Dellenger, Chas. Clarke, Wm. Laverty, H. H. Kemger, Arthur Kaufman.

**Maynard H. Moore, Jr., Inc.**  
Stoneham, Mass.

Room number: 945-946

On display: Novelty stripping of leather and plastic.

Representatives: Margaret Maguire, H. Moore, Chas. Sullivan, Maynard H. Moore, Jr.

**National Backing Corp.**  
Long Island City, N. Y.

Room number: 1021

On display: Combined leather; laminated foam socklinings; foam socklinings; socklining papers; combined fabrics.

Representative: Morris Edwab.

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Type of Leather	Degree Tannage Desired	Percent Tannin To Supply With Maratan	Percent Tannin To Supply With Vegetable Tan
Fat-liquored Chrome Retan	10 to 25	70 to 100	0 to 30
Stuffed Chrome Retan	36 to 50	50 to 70	30 to 50
Flexible Vegetable Splits	50	50	50
Soles	80	30	70



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Thomas F. Durrity, Rochester, N. Y.

Allen Leather Co., St. Louis, Mo.

W. H. Grafe, Cincinnati, Ohio

Chicago Tanning Co., Chicago, Ill.

John G. Mahler Co., Dallas, Texas

**New York Industries, Inc.**  
New York, N. Y.

Room number: 924

On display: Domestic versions of imported novelties; nylon meshes; novel fabrics.

Representatives: M. Livenston, S. Hamilton, M. Silverman, S. Brown, V. Morris, C. Sacorob, N. Ginzig.

**Newth Rubber Co.**  
Barrington, R. I.

Room number: 937

On display: Soling materials; cork platforms.

Representatives: Frank Newth, Alfred Curtis, J. F. Fitzsimmons.

**North & Judd Mfg. Co.**  
New Britain, Conn.

Room number: 1039

On display: Buckles; metal trimmings; and new ornaments.

Representatives: V. Brierly, S. Foley, W. Turner, H. Jackson.

**Nosnip Binding Corp.**  
Lowell, Mass.

Room number: Moderne—17

On display: Nosnip elastic French cord binding.

Representatives: C. W. Churchill, Jr., Wm. E. Laverty, Jr.

**OK Shank & Counter Co.**  
Chelsea, Mass.

Room number: 1438

On display: Steel and wood combination shanks.

Representatives: Joe Corman, Al and Irv. Keiter.

**Oriental Textiles**  
New York, N. Y.

Room number: 1427

On display: Fashion fabrics.

Representatives: Victor Newman, Irving Graustark, J. Scott.

**Ouimet Stay & Leather Co.**  
Brockton, Mass.

Room number: Oak Room B

On display: Welting and stripping.

Representatives: E. R. Ouimet, E. A. Stuart, E. D. Tebbetts.

**Palatine Corp.**  
New York, N. Y.

Room number: 1138

On display: Shoe fabrics.

Representatives: Leonard Lewis, Irving Lippman.

**Parva Buckle Co.**  
Mount Carmel, Conn.

Room number: Moderne Ballroom (Booth 10)

On display: Shoe buckles.

Representatives: Stanley Ford, Elaine Norwood, Ralph Scott, Kenneth Proctor, J. F. Fitzsimmons.

**Peter Brothers Rubber Co., Inc.**  
Brooklyn, N. Y.

Room number: 1117-8

On display: Combines and coaters.

Representatives: Harry and Abe Lazar.

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**Phillips-Beal Co.**  
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Room number: 1245-1246

On display: Shoe buckles; covered gore; and a new line of leather and fabric covered gore.

**Phillips-Premier Corp.**  
Boston, Mass.

Room number: Oak Room (Parlor A)

On display: Fabrilite; Nylon Mesh; Polar Pile; Cohama & Ameritex fabrics; Suedines.

Representatives: Sydney Steen, Fred Phillips, Carl Tishler, Seymour Okun.

**Pleaver Backing Corp.**  
Long Island City, N. Y.

Room number: Blue Room B and 1233-1234

On display: Combined fabrics.

**Raymick Shoe Fabrics Co.**  
New York, N. Y.

Room number: 1029

On display: Printed and quilted satins; denims; terry cloth; linens; satin prints; failles; and other specialties.

Representative: Michael Schlansky.

**Remington Products**  
Akron, Ohio

Room number: Moderne-14

On display: Sponge rubber cushion; Rem cutting boards and blocks.

Representatives: Ray M. Knox, John W. Spalding.

**Respro Inc.**  
Cranston, R. I.

Room number: 1102

On display: Shoe lining materials.

Representatives: John Manion, Frederick Newman, Harry Smith.

**The Rockmore Co., Inc.**  
New York, N. Y.

Room number: 1056

On display: Slipper satin; nylon mesh; braid; lastex; twill; linen; topsail cloth.

Representatives: Louis Rockmore, Lester Berman, Jack Madden.

**Chas. I. Rockmore, Inc.**  
Brooklyn, N. Y.

Room number: 1041

On display: Fabrics and buckles.

**F. Ronci Co.**  
Centerdale, R. I.

Room number: 1127

On display: Shoe buckles and ornaments; and new novelties.

Representatives: L. Albiniano, A. Ronci, H. Eisenberg, C. Lerner, J. C. Henley, J. Burg, S. Ronci.

**Rosemont Silk Co.**  
New York, N. Y.

Room number: 926

On display: Shoe fabrics and braids.

Representatives: H. Leipniker, F. Bernhard, H. Berkowitz, R. Eberlein.

**Royal Backing Corp.**  
Brooklyn, N. Y.

Room number: 917-8

On display: Combined fabrics; backing cloth.

Representatives: Leo Deutsch, Jack Feinstein.



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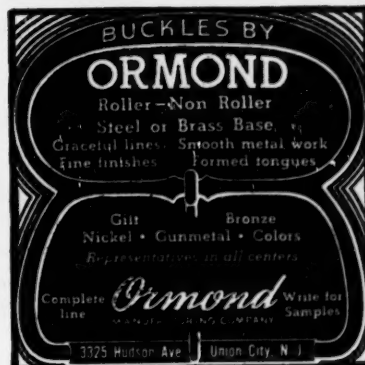
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**Schaefer Machine Co.**  
**Bridgeport, Conn.**

Room number: Moderne—16

On display: Shoe cementing machines.

Representatives: Wm. P. Schaefer, Jr., W. McCully, H. Belward.

**Lawrence Schiff Silk Mills**  
**New York, N. Y.**

Room number: 933-4

On display: Shoe bindings; braids; fancy trimmings.

Representatives: Gene Barnard, Lawrence, Sidney and I. M. Schiff, Irving Bondell.

**Settino & Co.**  
**Boston, Mass.**

Room number: 1401

On display: Fabrics; meshes; linens.

Representatives: Joseph and Ed Settino, Hy Yanco, Ed Bock, Arthur Allured.

**Shain & Co.**  
**Boston, Mass.**

Room number: 833-4

On display: Nylon mesh and lace; Lastex; and new Capri nylon lace.

Representatives: Jack, Louis and Arthur Shain, Eli Nagen, J. Ward, P. Borden, John Quinn, L. Rautenberg, Lou Frost, Walter Dudley.

**Shoe-Maker Fabrics, Inc.**  
**St. Louis, Mo.**

Room number: 1124

On display: Nylon shoe upper materials.

Representatives: Dan Devine, Ray Barnard.

**Silver Fabrics Corp.**  
**New York, N. Y.**

Room number: 1421-1422

On display: Rayon satin; rayon mesh; metallic brocades; prints.

Representatives: Sid Silver, Sam Sirover.

**Elliot E. Simpson Enterprises**  
**Simpson's Miracle Products**  
**Simpson's Foam Krepe**  
**New York, N. Y.**

Room number: 17A and 845-6

**Harry R. Snyder**  
**Rutherford, N. J.**

Room number: 1128

On display: Men's, women's and children's shoe styles.

Representative: Harry R. Snyder.

**Spano Shoe Products, Inc.**  
**Brooklyn, N. Y.**

Room number: 922

On display: Clogs; wedges; platforms, etc.; made in all materials.

Representatives: Nick Spano, Chas. Shevenell, Ida Bartnoff.

**Stedfast Rubber Co.**  
**Boston, Mass.**

Room number: 939

On display: Kafsted quarterlinings; Stafast reinforcing; Kafsuede non-slip socklining and heelpad material in varying grades and finishes.

Representatives: H. M. Cohen, David Shapiro, Edward Covell.

**Sterling Last Corp.**  
**New York, N. Y.**

Room number: 1431-5

On display: Latest fall fashions.

Representatives: David and Arthur Serling, John Laycock, F. Dietz, Walter Reed, Doug Bartley, William Loewer, Robert Caltabiano.

**Stocko Metal Products**

Room number: 1105

**Thomas Taylor & Sons**  
**Hudson, Mass.**

Room number: 1125

On display: Shugor; Taylormade laces and braids.

Representatives: Ralph A. Parker, Edward H. Bryant.

**Texon, Inc.**  
**South Hadley Falls, Mass.**

Room number: Moderne Ballroom (Booth 12)

On display: Texon — Innersoles, Midsoles, Counter and platform materials.

Representatives: D. F. Mulvihill, A. J. Jeneral, P. J. Feeney.

**Thermco Products Corp.**  
**Quakertown, Pa.**

Room number: 936

On display: Coated shoe binding.

Representatives: Lester E. and Mortimer S. Schiff.

**Thermo Plastic Products, Inc.**  
**Jamaica Plain, Mass.**

Room number: 1123

On display: Vinyl coated, pyroxylin and vinyl seamless innersole, bindings; imitation leather strippings.

Representatives: A. E. Martin, H. Daniels, B. Block, M. Graff.

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**Union Bay State Chem. Co.**  
**Cambridge, Mass.**

Room number: 1023

On display: Sole attaching cements; general line of shoe adhesives.

Representatives: Geo. and Ralph Atchue, Bill Herlihy, Bill Irwin, Reggie Perry.

**United Last Co.**  
**Boston, Mass.**

Room numbers: 1144-5-6

On display: Slide-O-Matic Last; Slide-O-Glaze Finish.

Representatives: Eastern staff.

**United Shoe Ornament Co.**  
**Cranston, R. I.**

Room number: 927

On display: Shoe buckles and ornaments

Representatives: Al Lewis, Ed Schary.

**United Thread Mills, Inc.**

Room number: 917-918

**Alfred Vamos, Inc.**  
**New York, N. Y.**

Room number: 1133-1134

On display: Nylon and lastex shoe materials; shoe fabrics.

Representatives: Alfred and Andrew Vamos, David Hess.

**Venus Art Embroidery Co.**  
**New York, N. Y.**

Room number: 921

On display: Embroidered vamps and novelties.

Representative: William Rosner.

**Vonhet Corp.**  
**Elmsford, N. Y.**

Room number: 1005

On display: Men's and children's styles.

Representative: Miss Hedwig.

**Vulplex, Inc.**  
**North Abington, Mass.**

Room number: 1425

On display: Vulco, Vulcotan, Vulco X sock-lining materials; gold and silver Super Trusheen; Vulstay reinforcing material; Vultan vinyl quarterlining; Foam Fab; Foam Soc.

Representatives: Sy Lubin, P. Brown, J. Pike, Walter Schafftall.

**Wavershoe Trimming Co., Inc. (and Rockmore Art Embroidery Co., Inc.)**  
**New York, N. Y.**

Room number: 1041

On display: Stripping; binding; bows; stripping vamps; embroidered vamps.

Representatives: Jack Madden, Louis J Rockmore.

**E. E. Weller Co.**  
**Providence, R. I.**

Room number: 1027

On display: Shoe buckles; buttons; rings; ornaments; tassels; and new "Studette" buckles.

Representatives: Ernest and Charles Weller, Peter R. Hottinger, William Carroll.

**Wilner Wood Products Co.**  
**Norway, Me.**

Room number: 1025

On display: Wedgie heels.

Representatives: Joseph and Burton Wilner.

**Winchester Rubber & Plastics Co.**

Room number: 17A and 845-846

**Windram Mfg. Co.**  
**South Boston, Mass.**

Room number: 1004

On display: Combined fabrics; backing cloths.

Representatives: Frederick N. Kite, Thomas Martin.

**Sam Yellin Shoe Styles**  
**New York, N. Y.**

Room number: 903

On display: Ladies', misses', children's shoe styles.

Representatives: Sam and Frances Yellin.

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WOrth 4-2344

## CHROME TANNING

(Continued from Page 57)

the eight lots contains five rights and five lefts. Thus, the 10 hides in any pair of lots are "quartered" or "criss-crossed."

It is now apparent that we will compare the low basicity leather with the medium basicity leather, the high basicity leather with the medium basicity leather, etc. As I mentioned before, the identity of each side has been preserved, which will allow us later, if we so desire, to match on the sorting table each side with its opposite half.

Each of the eight lots was then bated, pickled and tanned using the appropriate liquors. Tanning was followed by Borax neutralization in which the amount of Borax was juggled in each case to bring the final residual liquor to pH 3.6. Being a formate tannage, this was not a difficult task and the results ranged from pH 3.5 to 3.7. Actually, no Borax was needed in the two high basicity tannages.

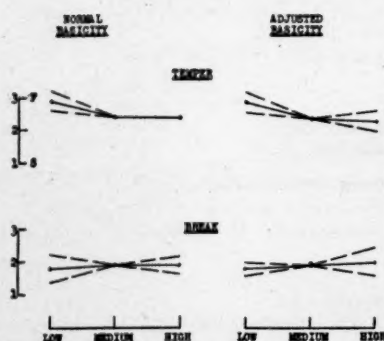
At this point the skins were piled on a platform for 24 hours, wrung, and set out. The sides were then split and shaved to MH weight. They were then colored and fatliquored in a full production mill along with enough other skins to make a full load. From this point the entire group proceeded through the tannery together without attention.

Upon arriving at the sorting room, the 80 skins were again segregated and given to a disinterested person for further coding. He removed the original marking from each side and replaced it with a number, one through 80. This was done in such a manner that the skins, when arranged in order, one to 80, would be completely and randomly mixed. Thus, the sorters knew each skin only by a number. This ritual was performed, of course, to avoid bias in the sorting evaluations.

The four qualities evaluated by the sort were: Break, Fullness, Grain Smoothness, and Temper. The sorter went through the 80 skins four times, each time sorting for a single quality only. He gave each skin a rating according to a scale of index values set in his own mind. In the case of break, fullness, and grain smoothness he used the numbers 1, 2, and 3 to indicate respectively, poorest, medium, and best. In the case of temper he used the numbers 1, 2, and 3 to indicate, respectively, softest, medium and firmest.

Figure 4

EVALUATION BY  
SORTER B



I want to emphasize that it is highly important that the sorter keep his scale of values firmly fixed in his mind while he is sorting. Any change of mind in the middle of the pile will bias the results in an unknown manner.

After the four qualities have been evaluated in terms of these index numbers, the code is consulted and, on paper, each side is arithmetically compared with its mate. Generally speaking, the method of presenting the data is (using a single quality as an example) to compute the average index for the 40 control skins and then to apply the four mean differences to this average to obtain a relative trend. Each of these mean differences is obtained from the criss-crossed lots. Remember that these mean trends are only relative ups and downs and that their absolute values mean nothing since the sorter's mental scale was an arbitrary one.

Figure 6

CONTROL	EXPERIMENTAL	DIFF.	(DIFF.) <sup>2</sup>
2	1	-1	1
1	1	0	0
2	1	-1	1
1	1	0	0
1	1	0	0
2	2	0	0
1	1	0	0
1	1	0	0
1	2	+1	1
1	1	0	0
		-1	3
		M.D. = -0.1	

$$S.D.M.D. = 1/10 \sqrt{\frac{(10)(3) - (-1)^2}{(10-1)}} = 0.1795$$

$$T = 1.833 \text{ (90\% LEVEL)}$$

$$\text{FIDUCIAL INTERVAL} = 0.33$$

Figure 5

EVALUATIONS OF  
SORTERS A & B  
COMBINED

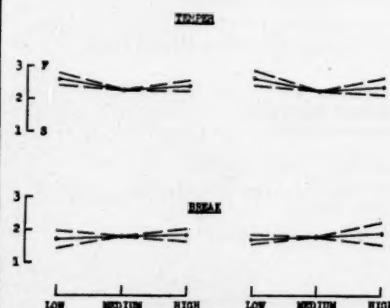
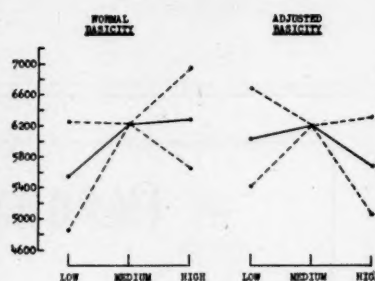


Figure 3 shows the net result of Sorter A's evaluation. The mean trend lines which I just mentioned are the solid lines. Notice, for example, that increasing normal basicity apparently produces increasing fullness.

Figure 7

GRAIN SMOOTHNESS  
(LB./IN.)



Now, the question arises, are any of the trends great enough to be real? This question can be answered through the use of a powerful statistical technique known as the Pair-Deviate "t" Test which I will illustrate a little later. It distinguishes between accidents of sampling and real trends.

On the chart the broken lines are limits between which the solid lines can swing with complete uncertainty. The point at the extremity of a solid line is actually only an unbiased estimate of some unknown true value which lies somewhere in the interval bounded by the extremities of the broken lines. There is a certain confidence associated with this idea and the "confidence level" chosen for this study is 90 percent. In other words, the true trend line lies somewhere between the broken lines, unless a 1-in-10 accidental error has occurred.

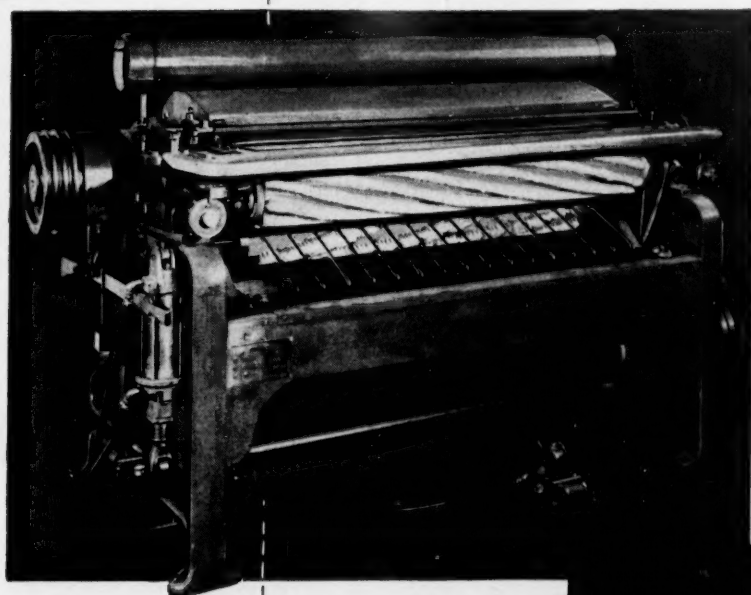




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Thus, you can immediately see that if one broken line slopes upward and one slopes downward, then there is no evidence of a real trend. (The estimated trend is an accident.) On the other hand, if both broken lines slope either upward or downward, then there is strong evidence of a real trend. Knowing this, we see no real trend in break, slight firmness in each of the four experimental conditions, a fullness trend for the better from medium basicity to high adjusted basicity, and a smoothness trend for the worse from medium basicity to high normal basicity.

Figure 4 shows an independent sort by Sorter B. Notice that he concurs with Sorter A in break, but fails to detect the firmness of the high basicity tannages.

Figure 5 shows the combined data of Sorter A and B which illustrates

Figure 8

$\frac{1}{2} \text{ Cr}_2\text{O}_3$

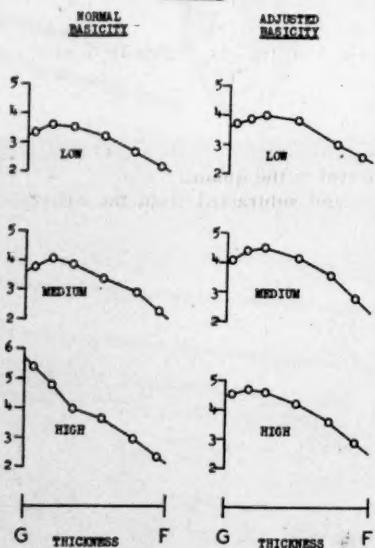
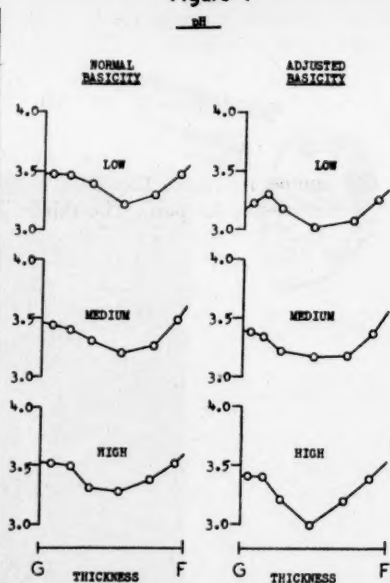


Figure 9



... for a fine finishing touch!

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**J. CHAFFARDON**

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**Fat Liquor for Leather**

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Lynn, Mass.

that with twice as much data the confidence intervals are narrowed.

Now, a short discussion of the statistics for those who may be interested in the mechanics of the techniques.

This chart (Figure 6) shows the index numbers given to the 20 skins of a crisscrossed lot pair. The third column are the algebraic differences between the halves of each hide pair. These differences are squared and summed. The mean difference is computed, and the calculation shown gives the Standard Deviation of the

Mean Difference. (The Mean Difference is  $-0.1$  with a Standard Deviation of  $0.1795$ ); "t" is a quantity taken from a table, and its value depends on the confidence desired and also on the number of pairs, in this case 10.

The Fiducial Interval is the product,  $(SDMD) \times t$ . The Fiducial Interval is the quantity which is added to and subtracted from the extremities of the trend line to give the small vertical ranges which we saw on the evaluation charts. The arithmetic is simple but the underlying theory and principle is powerful.

In Figure 7 is shown the grain strength trends in lb. Mullen per inch thickness. Again, the solid lines are unbiased estimates of the trends and the broken lines are 90 percent confidence intervals. The only real trend here is decreased grain strength from medium to low normal basicity. Incidentally, this crisscrossing technique is used in all of our experimentation at Rueping Leather Co. and it is capable of demonstrating a real difference between two treatments of as little as 15 pounds Mullen. The inherent grain strength variations of leather demand about 75 pairs for a



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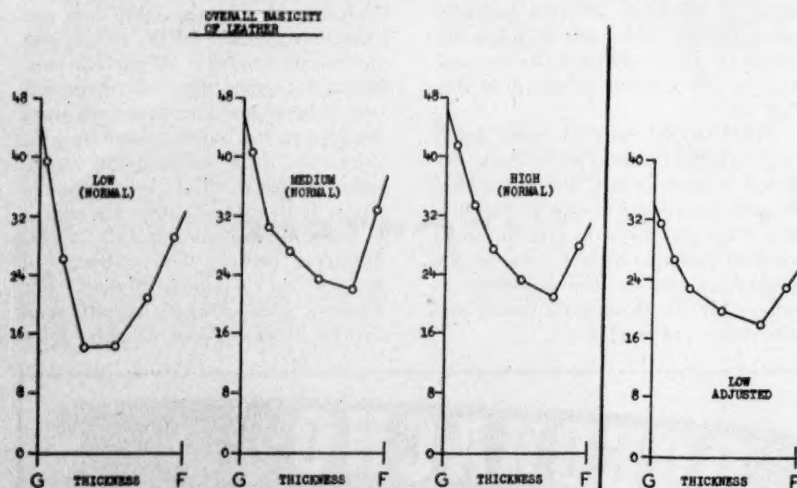
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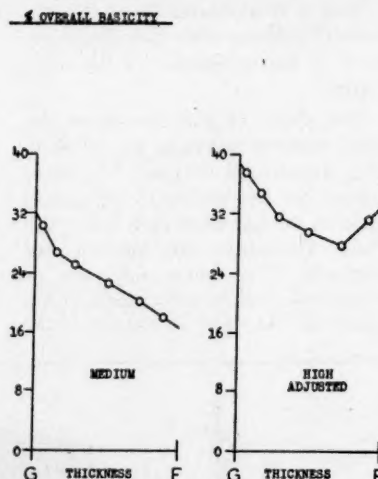
Figure 10



demonstration of such a small difference. Yet it is possible and highly profitable to expend the extra effort for such tests, since otherwise many, many comparisons would be necessary.

In Figure 8 are stratigraphs of the  $\text{Cr}_2\text{O}_3$  distribution in each leather. Notice that the main departure is in the case of the high normal basicity. The grain is loaded with chrome. This very neatly explains the signifi-

Figure 11



cant roughness of this leather which we saw on Sorter A's evaluation chart. You will also remember I mentioned the fact that this liquor contained some precipitated chrome.

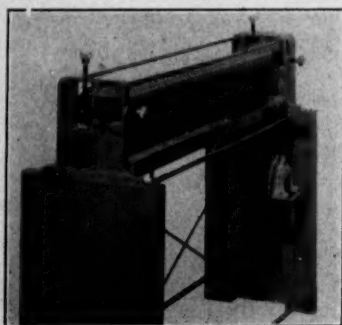
Figure 9 shows stratigraphs of the pH distribution. These bear out the success of our attempt to neutralize the leathers to the same levels of pH.

In Figure 10 are stratigraphs of the normal basicity leathers showing the overall leather basicity layerwise, again bearing out the neutralization attempts.

In Figure 11 we see a rise in overall basicity in the case of the leather tanned with the high adjusted basicity liquor.

The crisscrossing method has proven invaluable at the Fred Rueping Leather Co. Such a procedure at first seems rather bulky, but it has paid off in faster conclusions with less experimentation and has developed greater confidence in the results of small tests. As tanners we are all cutting costs and here is a technique which, once tried, will never be discarded.

— END —



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## NEW DEVELOPMENTS

(Concluded from Page 58)

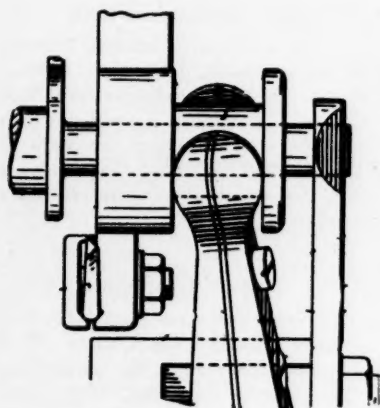
tannin in aqueous solution of a phenol syntan which discolors upon storage under normal conditions or during tanning.

Source: American Cyanamid Co., New York, N. Y.; Pat. No. 2,592,587.

## GOODYEAR-TYPE OUTSOLE STITCHER

The illustration introduces a kind of Goodyear Stitcher unique in shoe-making. Though this machine apparently keeps to the general concept of the old Meyers machine, it is a modernized version that offers great possibilities.

One of these possibilities is a unique awl feed motion, illustrated, whose motion has been changed from the old slow-moving awl carriage casting to the light lever action indicated in the drawing. This makes for a lightness and speed not possible in the old machine.



The big feature lies in the utilization of a shim to take up sloppy motion occasioned through long use. The lever operating the awl segment in an in-and-out manner may be expanded sufficiently to spread the lever at the points controlling the back-and-forth action of the awl segment shaft. Merely by removing a screw, the lever may be split to allow for the insertion of any required shim. The thickness of the repair shim is, of course, determined by the extent of wear. All this makes for a motion that is efficient for years at little repair cost.

Source: United Shoe Machinery Corp., Boston; Pat. No. 2,551,599.

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## Deaths

### Joseph B. Goldbach

... 74, *tanners' agent*, died Feb. 11 at his home in Milwaukee, Wis., of a heart ailment. A native of Louisville, Ky., he was manufacturers' agent to several leather manufacturing firms and had covered the Milwaukee area for several years. He was a member of McKinley Lodge and Washington Park Presbyterian Church. Surviving are his wife, Frieda; a daughter, Gladys; and a son, Al.

### Charles V. Fornes

... 48, *leather executive*, died Feb. 6 at his home in Buffalo, N. Y., after a long illness. A native of Buffalo, he was owner of J. M. Fornes & Co., leather and findings firm located in the city. The firm had been founded by his father, and the younger Fornes became sole owner when his father died in 1940. He was a member of the Shoe Service Institute of America. Surviving are his brother, Edward J.; and three sisters.

### Mrs. Bessie Gottlieb

... 54, *shoe executive*, died Feb. 10 at Miami Beach, Fla., after a short illness. She was president of Ideal Shoe Co., in Philadelphia, a position which she took over following the death of her husband in 1941. She leaves a son, two daughters, five sisters and a brother.

### David R. Gaines

... *shoe foreman*, died Feb. 9 at Quincy Hospital, in Quincy, Mass. He was a foreman at the Givren Shoe Co. plant in Rockland, Mass., until his retirement three months ago. A native of Rockland, where he spent his entire life, he had served as a foreman in shoe factories around the area for many years. Surviving are his wife; a daughter, Mrs. Daniel M. Swan; a sister, and three grandchildren.

### William Durgin

... 79, *retired leather merchant*, died Feb. 17 at his home in Swampscott, Mass. Durgin was a sole leather dealer for many years and well-known throughout the leather and shoe trade in New England. He was a former member of the Knights of Pythias. Surviving are three sons, Harold, William and Russell; and two daughters, Mrs. Winifred Allen and Mrs. Marion Morris.

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#### For Sale

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Address B-16,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Tannery for Sale

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#### Help Wanted

#### Tanner Wanted

TO TAKE COMPLETE CHARGE of Midwestern tannery employing 25 men. Prefer someone between thirty and forty years old. Write giving complete particulars. Replies confidential. Address B-14, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Tanner Wanted

WOULD PREFER A TANNER with experience in tanning lace leather in Rawhide, Indian tan and chrome.

Address B-10,  
c/o Leather and Shoes,  
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#### Splitter Wanted

SPLITTER WANTED by large tannery. Must be experienced in lime splitting, yard splitting, and dry splitting. Excellent position for good man.

Address B-11,  
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#### Wanted: Tanner

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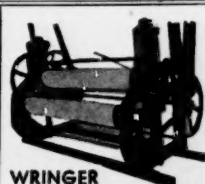
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